

# **Classy Beauty By Brooke**

## **Privacy Policy**

**This Policy was last reviewed and updated on: June 2024**

Classy Beauty By Brooke values and respects the privacy of the people we deal with. Classy Beauty By Brooke is committed to protecting your privacy and complying with the Privacy Act 1988 (Cth) and other applicable privacy laws and regulations.

This Privacy Policy describes how we collect, hold, use and disclose your personal information, and how we maintain the quality and security of your personal information.

### **What is personal information?**

“Personal information” means any information or opinion, whether true or not, and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable. In general terms, this includes information or an opinion that personally identifies you either directly (e.g. your name) or indirectly.

### **What personal information do we collect?**

The personal information we collect about you depends on the nature of your dealings with us or what you choose to share with us.

The personal information we collect about you may include:

- name
- mailing or street address
- date of birth
- email address
- phone number

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to provide you with our services or otherwise interact with you.

## **How do we collect your personal information?**

We collect your personal information directly from you when you:

- interact with us over the phone
- interact with us in person
- interact with us online
- participate in surveys or questionnaires;
- fill out an enquiry form

## **Collecting personal information from third parties**

We may also collect your personal information from third parties or through publicly available sources, for example from Stripe. We collect your personal information from these third parties so that we can process payments.

## **How do we use your personal information?**

We use personal information for many purposes in connection with our functions and activities, including the following purposes:

- provide you with information or services that you request from us;
- deliver to you a more personalised experience and service offering;
- improve the quality of the services we offer;
- internal administrative purposes;
- marketing and research purposes;

## **Online activity**

The Classy Beauty By Brooke website uses cookies. A cookie is a small file of letters and numbers the website puts on your device if you allow it. These cookies recognise when your device has visited our website(s) before, so we can distinguish you from other users of the website. This improves your experience and the Classy Beauty By Brooke website.

Our website uses Wix analytics to help us better understand visitor traffic, so we can improve our services. Although this data is mostly anonymous, it is possible that under certain circumstances, we may connect it to you

## **Retention of personal information**

We will not keep your personal information for longer than we need to. In most cases, this means that we will only retain your personal information for the duration of your relationship with us unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations.

## **How to access and correct your personal information**

Classy Beauty By Brooke will endeavour to keep your personal information accurate, complete and up to date.

If you wish to make a request to access and / or correct the personal information we hold about you, you should make a request by contacting us and we will usually respond within 7 days.