

# Louise Harding Privacy Policy

Louise Harding Privacy Policy  
Last Modified: 13 May 2020

Louise Harding understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Privacy Policy applies to our Website [www.louiseharding.com.au](http://www.louiseharding.com.au) owned and controlled by Louise Harding and applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

We periodically update this Privacy Policy. We will post any privacy policy changes on this page and, if the changes are significant, we will send you an email notification informing you of the changes.

While we will notify you of any material changes to this Privacy Policy, we encourage you to review this Privacy Policy periodically.

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please write to us by email at [info@louiseharding.com.au](mailto:info@louiseharding.com.au).

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## 1. Information We Collect

### When You Visit our Website

You are free to explore the Website without providing any Personal Information about yourself. When you visit the Website, we may at times request that you provide Personal Information about yourself if you are accessing certain content. We may also collect Navigational Information.

### "Personal Information"

This refers to any information that you voluntarily submit to us and that identifies you personally, including contact information, such as your name, e-mail address, company

name, address, phone number, and other information about yourself or your business. Personal Information can also include information about any transactions, both free and paid, that you enter into on the Website, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

Personal Information also includes Navigational Information or Payment Information where such information can directly or indirectly identify an individual. Navigational information refers to information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and pages viewed. Please see the "Navigation Information" section below. Payment Information includes the information you have provided to us which enables us to process your Payment. We collect this information from you when you purchase goods and/or services from us; information collected includes credit cards numbers and billing information. This is done using third party PCI-compliant service providers. Except for this, we do not collect Sensitive Information from you.

## **Log Files**

When you use our services our view content provided by us, we automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses. This information is used by/for the operation of the Subscription Service, to maintain quality of the Subscription Service, and to provide general statistics regarding use of the Louise Harding Website. For these purposes, we do link this automatically collected data to Personal Information such as name, email address, address, and phone number.

## **Information we collect from third parties**

From time to time, we may receive Personal Information about you from third party sources including partners with which we offer co-branded services or engage in joint marketing activities, and publicly available sources such as social media websites.

## **2. How We Use Information We Collect**

### **Compliance with Our Privacy Policy**

We use the information we collect only in compliance with this Privacy Policy. Customers who subscribe to our Mobile App Services are obligated through our agreements with them to comply with this Privacy Policy.

We Never Sell Personal Information

We will never sell your Personal Information to any third party.

### **Use of Personal Information**

In addition to the uses identified elsewhere in this Privacy Policy, we may use your Personal Information to:

- improve your browsing experience by personalising the Websites
- send information or Louise Harding content to you which we think may be of interest to you by post, email, or other means and send you marketing communications relating to our business;
- promote use of our services to you and share promotional and information content with you in accordance with your communication preferences;
- provide other companies with statistical information about our users - but this information will not be used to identify any individual user;
- send information to you regarding changes to our Customer Terms of Service, Privacy Policy (including the Cookie Policy), or other legal agreements
- meet legal requirements.
- We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, we do not transfer your Personal Information to the third party.

### **Use of Navigational Information**

We use Navigational Information to operate and improve the Websites and the Subscription Service. We may also use Navigational Information alone or in combination with Personal Information to provide you with personalised information about Louise Harding.

### **Customer Testimonials and Comments**

We post customer testimonials and comments on our Website, which may contain Personal Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.

### **Use of Credit Card Information**

If you give us credit card information, we use it solely to collect payment from you. We use a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.

### **Security of your Personal Information**

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorised access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure. All Personal Information is protected using appropriate physical, technical and organisational measures.

### **Social Media Features**

Our Website includes Social Media Features, such as the Facebook Like button and Widgets, such as the Share This button or interactive mini-programs that run on our sites.

These features may collect your IP address, which page you are visiting on our sites, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Website. This Privacy Policy does not apply to these features. Your interactions with these features are governed by the privacy policy and other policies of the companies providing them.

### **External Websites**

Our Website provides links to other websites. We do not control, and are not responsible for, the content or practices of these other websites. Our provision of such links does not constitute our endorsement of these other websites, their content, their owners, or their practices. This Privacy Policy does not apply to these other websites, which are subject to any privacy and other policies they may have.

### **Public Forums**

We offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you directly disclose any information through our public message boards, blogs, or forums, this information may be collected and used by others. We will correct or delete any information you have posted on the Website if you so request, as described in "Opting Out and Unsubscribing" below.

### **Retention of Personal Information**

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymise your information or, if this is not possible, then we will securely store your information and isolate it from any further use until deletion is possible.

We retain Personal Information that you provide to us where we have an ongoing legitimate business need to do so (for example, as long as is required in order to contact you about our services, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements).

When we have no ongoing legitimate business need to process your Personal Information, we securely delete the information or anonymise it or, if this is not possible, then we will securely store your Personal Information and isolate it from any further processing until deletion is possible. We will delete this information from the servers at an earlier date if you so request, as described in "To Unsubscribe from Our Communications" below.

If you have elected to receive marketing communications from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as when you last opened an email from us. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

## **3. How we Share Information we Collect**

### **Corporate Events**

If we (or our assets) are acquired by another company, whether by merger, acquisition, bankruptcy or otherwise, that company would receive all information gathered by Louise Harding on the Website. In this event, you will be notified via email and/or a prominent notice on our website, of any change in ownership, uses of your Personal Information, and choices you may have regarding your Personal Information.

### **Compelled Disclosure**

We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process.

## **4. Cookies and Similar Technologies**

### **Cookies**

Louise Harding and its partners use cookies or similar technologies (such as web beacons) to analyse trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. To find out more about how we use cookies on our Websites and how to manage your cookie preferences please see our Cookie Policy.

### **Flash Cookies and Other Third-Party Tracking Technologies**

The Adobe Flash Player (and similar applications) use technology to remember settings, preferences and usage similar to browser cookies but these are managed through a different interface than the one provided by your Web browser. This technology creates locally stored objects that are often referred to as "Flash cookies." Louise Harding does not use Flash cookies. However, our customers of our software platform may create pages on the Louise Harding platform that employ Adobe Flash cookies. For more information on "Flash cookies" and how you can manage them please visit our Cookie Policy.

### **Third Party Tracking Technologies**

The use of cookies and web beacons by any tracking utility company is not covered by our Privacy Policy or Cookie Policy.

## **5. How to Access & Control Your Personal Data**

### **Reviewing, Correcting and Removing Your Personal Information**

You have the following data protection rights:

You can request access, correction, updates or deletion of your personal information. You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information. If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect

processing of your personal information conducted in reliance on lawful processing grounds other than consent.

To withdraw your consent regarding our collection and use of your personal information, please use the “opt-out” option and unsubscribe from our communications. You can also do so by contacting us via email [info@louiseharding.com.au](mailto:info@louiseharding.com.au). We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

### **To Unsubscribe From Our Communications**

You may unsubscribe from our marketing communications by clicking on the "unsubscribe" link located on the bottom of our e-mails, updating your communication preferences, or by sending us email us at [info@louiseharding.com.au](mailto:info@louiseharding.com.au). Customers cannot opt out of receiving transactional emails related to their purchase of goods and/or services from us.

### **6. Contacting Us**

If you have any questions about our Website or this Privacy Policy, please contact us by email at [info@louiseharding.com.au](mailto:info@louiseharding.com.au) or by telephone on +61 437148402, or by post at Peninsula Industrial Park, 170 Woy Woy Rd, Woy Woy, NSW 2256 attention: Louise Harding.