



Privacy Policy

Liquid Interactive is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aaic.gov.au

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses, phone and facsimile numbers.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone, by email, via our website www.liquidinteractive.com.au, from your website, from media and publications, from other publicly available sources, from cookies and from third parties.

We collect your Personal Information for the primary purpose of providing our services to you, managing our relationship with you and providing you with information and for our own marketing purposes. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

If you provide us with Sensitive information it will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following:

- External service providers so that they can provide a service we have contracted out or wish to have contracted out to them;
- Third parties where you consent to the use or disclosure; and
- Where required or authorised by law.

We may store and process your personal information using cloud-based technology or using servers that may be located outside of Australia.

Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

Liquid Interactive will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information we may require identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Cookies

We use cookies in a limited manner when you visit our website, for the purpose of providing you with a better and more customised service. Cookies are not used by us to collect and store your personal information. A cookie is a small text placed on your computer by our webpage server. A cookie can later be retrieved by our webpage services. Cookies are frequently used on websites. You can choose if and how a cookie will be accepted by configuring your preferences and options in your internet browser.

We use cookies for different purposes such as:

- to allocate a unique number to your internet browser;
- to customise our website for you;
- for statistical purposes;
- for security purposes; or
- to authenticate or identify whether you are registered on our website, without requiring you to re-enter details each time you log on to our website.

If at any time you do not wish to accept cookies or wish to delete existing cookies, you may manually configure your browser to refuse cookies or may manually delete existing cookies from your hard drive. However by deleting or refusing to accept cookies you may frustrate or hinder your access to or use of areas of our website.



IP addresses

Your IP address is the identifier for your computer when you are using the internet. It may be necessary for us to collect your IP address for your interaction with various parts of our website.

Policy Updates

We regularly review all of our policies and attempt to keep up to date with market expectations. Technology is constantly changing, as is the law and marketplace practices.

As a consequence, this Policy may change from time to time and is available on our website. This version of our privacy policy is dated October 2018.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy or in the way in which we handle your personal information please contact us at:

Liquid Interactive

enquiries@liquidinteractive.com.au

07 3363 5300

If you are dissatisfied with our response you may make a complaint to the Privacy Commissioner who can be contacted via the Office of the Australian Information Commissioner website (www.oaic.gov.au) or on 1300 363 992.