

PRIVACY POLICY

1. INTRODUCTION

Lorena Susak t/as Lorena Susak Designs ABN 18 363 396 998 ("we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and manage your personal information in compliance with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth).

2. TYPES OF INFORMATION WE COLLECT

We may collect the following types of personal information:

- 2.1** Personal Information: Name, contact details (address, phone number, email), and other relevant information required for our business activities.
- 2.2** Transaction Information: Information related to your transactions with us, such as purchase history, billing and payment details.
- 2.3** Website Usage Information: Information collected through cookies and similar technologies when you visit our website, including IP address, browser type, and pages visited.
- 2.4** Demographic Information: Relevant demographic details to better understand and serve our diverse customer base.
- 2.5** Sensitive information. We will only collect sensitive information about you directly from you and with your consent. We generally collect sensitive information only with respect to our contractors and prospective employees.

3. HOW WE COLLECT INFORMATION

- 3.1** Providing us with your personal information is absolutely optional, but may be necessary for us to provide you with our services. We collect personal information through:
 - (a) Direct Interaction: When you provide information through our website, in-person, over the phone, or via email.
 - (b) Automatic Collection: Through the use of cookies and similar technologies when you interact with our website.
 - (c) Third Parties: We may receive information from third-party service providers, business partners, and publicly available sources.
 - (d) Indirectly from you: when collaborating with other partners, contractors, suppliers or other relevant third party once authorisation has been provided by you
- 3.2** When you provide us with your personal information, you are consenting to our storage, use and disclosure of that information as outlined in this Privacy Policy.

4. HOW WE USE YOUR INFORMATION

We use your personal information for the following purposes:

- 4.1** Providing Services: To fulfil and manage your orders, subscriptions, or requests for information.
- 4.2** Communication: To respond to your inquiries, provide updates on our products and services, and send marketing communications with your consent. You may opt-out of these additional communications at any time. Please contact our team at hello@lorenasusak.com.
- 4.3** Analytics: To analyse and improve the performance of our website and services.
- 4.4** Legal Compliance: To comply with legal obligations and respond to lawful requests from government authorities.

5. DISCLOSURE OF INFORMATION

We may disclose your personal information to:

- 5.1** Service Providers: Third-party service providers who assist us in conducting our business.
- 5.2** Legal Authorities: When required by law or in response to legal process.
- 5.3** Business Transfers: In connection with a merger, acquisition, or sale of all or a portion of our assets.

6. SECURITY

- 6.1** We implement reasonable security measures to protect your personal information from unauthorised access, disclosure, alteration, and destruction.
- 6.2** Additionally, we will take steps to destroy or de-identify personal information once it is no longer required by us for the purposes for which it was collected, or otherwise in accordance with the law.

7. YOUR PRIVACY CHOICES

You have the right to:

- 7.1** Access: Request access to the personal information we hold about you.
- 7.2** Correction: Request correction of inaccurate or incomplete personal information.
- 7.3** Deletion: Request the deletion of your personal information, subject to legal obligations.

8. CONTACT INFORMATION

- 8.1** If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

Lorena Susak Design
Unit 5, 41 Muriel Street, Hornsby NSW 2077
hello@lorenasusak.com
+61 0408 648 803

- 8.2** Contacting the OAIC. We take all complaints seriously and will respond to within a reasonable period. If you believe that your complaint has not been satisfactorily addressed by us, you can make a complaint to the Office of the Information Commissioner (OAIC).

The OAIC's contact details are:

GPO Box 5218
Sydney NSW 2001
Telephone: 1300 363 992
Email: enquiries@oaic.gov.au

9. CHANGES TO THE PRIVACY POLICY

We may update this Privacy Policy periodically. The updated version will be posted on our website with the effective date.

By using our services, you consent to the terms outlined in this Privacy Policy.