



Privacy Policy

1. We respect your privacy and are committed to protecting your personal information. Our privacy policy outlines our approach to privacy and how we collect, use and protect your personal information and sets out your rights in relation to accessing the personal information we hold about you.
2. Personal information is defined in the Privacy Act 1988 (Cth) and means information or an opinion about an identified individual, or an individual who is reasonably identifiable.
3. We are bound by the Australian Privacy Principles contained in the Privacy Act.
4. Our Site may contain links to third party websites. We are not responsible for the privacy policies of any third party websites. We recommend that you review the privacy policy of each website you visit.

Collection of Personal Information

5. We only collect personal information for the purposes of conducting our business. This will include the following purposes:
 - a. completing a health history form;
 - b. taking notes from verbal conversations regarding personal details or health histories;
 - c. completing a booking form;
 - d. registering or subscribing on our website;
 - e. completing the 'Contact Us' page on our website; and
 - f. completing a transaction with us.





6. The personal information that we collect on individuals may include, but is not limited to:
 - a. name;
 - b. contact details (email, address, phone);
 - c. payment details;
 - d. health information as per health history form;
 - e. yoga history;
 - f. why they are interested in yoga;
 - g. statistics on page views and site traffic; and
 - h. standard web log info and ad data.
7. We may collect personal information from individuals who are not customers of our business but whose personal information is given to us by those individuals via our Site or in the course of a transaction or recruitment.
8. Where reasonably practicable, we attempt to collect information directly from individuals. When we collect information, we will generally explain to the individual why we are collecting it, who we give it to and how we will use or disclose it or, alternatively, those matters will be obvious from the circumstances.
9. We will collect personal information from you by lawful and fair means and not in an unreasonably intrusive way.
10. When you visit our Site, we, and/or third parties, may place cookies on your browser to enhance and manage our website and improve our business and the services we provide to you. We and/or Google may use this information to optimise and place advertisements, including advertisements of third party vendors, on our own and third party websites. Google's ability to use and share information collected by Google Analytics is restricted by the Google Analytics Terms of Use and Privacy Policy. By using the website and agreeing to this policy, you grant us permission to place and store cookies on your browser. Cookies may be used by us to collect the following information:





- a. your computer's operating system;
 - b. your computer's browser type and capabilities;
 - c. your computer's Internet Protocol (IP) address and geolocation;
 - d. web pages visited, including how you were referred to each web page; and
 - e. web page usage statistics, including the time spent on each web page.
11. In addition, third parties may place and read cookies on your browser, or use web beacons or similar technologies to collect information.
12. Cookies can be managed by accessing the individual settings in your browser.
13. We will not identify users or their browsing activities, except where required by law or in accordance with our Terms.

Using and Disclosing Your Personal Information

14. We will generally use or disclose your personal information only for the primary purpose for which it was collected or for a related secondary purpose where you would reasonably expect us to use or disclose the personal information for that secondary purpose. We may otherwise use and disclose your personal information if you have given us consent for the use or disclosure or it is required or authorised by law.
15. Generally, we use and disclose your personal information for the purpose of providing you with our goods and services, or otherwise to enable us to carry out our business. This may include:
- a. to operate, protect, improve and optimise our services, business and our users' experience, such as to perform analytics, conduct research and for advertising and marketing;
 - b. to send you service, support and administrative messages, reminders, technical notices, updates, security alerts, and information requested by you;





- c. to send you marketing and promotional messages and other information that may be of interest to you, including information sent by, or on behalf of, our business partners that we think you may find interesting. You may opt out of receiving these direct marketing communications at any time. Our electronic marketing activities will comply with the requirements of the *Spam Act 2003* (Cth);
 - d. to administer surveys, contests, or other promotional activities or events sponsored or managed by us or our business partners;
 - e. to comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties; and
 - f. to obtain health history information and yoga history to safely run a yoga session.
16. If those purposes for which we have collected the information involve providing personal information about an individual to any third party, we will take appropriate and reasonable steps to ensure any personal information is protected.
17. We may disclose personal information for the purposes described above to:
- a. professional advisers, dealers and agents;
 - b. payment systems operators (eg. merchants receiving card payments);
 - c. our existing or potential agents, business partners or partners;
 - d. our sponsors or promoters of any competition that we conduct via our services;
 - e. anyone to whom our assets or businesses (or any part of them) are transferred;
 - f. specific third parties authorised by you to receive information held by us; and/or
 - g. other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.





18. We may provide your information to third parties that provide services to us, including third parties that provide our payment gateway, marketing and technology support services.
19. This may include providing your information to third parties that are located outside of Australia.
20. Where your personal information is transferred outside Australia (including the USA), we will take reasonable steps to ensure that overseas recipients will deal with that information in a way that is consistent with the Australian Privacy Law.

Security of Your Personal Information

21. We take reasonable steps to protect the personal information we hold against loss, unauthorised access, use, modification or disclosure and against other misuse. For example, we limit access to information to specific individuals within our organisation, store hardcopy information securely and use industry standard storage infrastructure with password protected access. However, despite these security measures, we cannot guarantee the security of your personal information.

Access to Your Personal Information and Complaints Procedure

22. You have certain rights to access the personal information we collect and hold about you.
23. We will allow an individual access to the personal information we hold about them within a reasonable time after it is requested. You may make a request by contacting us at blair@dunefolk.com.au
24. We take those steps reasonable in the circumstances to ensure that the personal information that we collect, use and disclose is accurate, up to date and complete. Where you request to correct information, we will take reasonable steps to correct the information, having regard to the purpose for which it is held.
25. To make a complaint about how we handle your personal information, you may contact us at blair@dunefolk.com.au We will respond to your complaint within a reasonable time after it is received. If you are not satisfied by our response, you may acquire further information regarding privacy from the Office of the Australian Information Commissioner.





Effective: 27 August 2018

We collect personal information about you in order to provide you with our services and for purposes otherwise set out in our Privacy Policy at <http://dunefolk.com.au/privacy-policy>.

The information you provide will be collected by or on behalf of us and may be disclosed to third parties that help us deliver our services (including information technology suppliers, communication suppliers and our business partners) or as required by law. If you do not provide this information, we may not be able to provide all our goods or services to you.

We may disclose your personal information to recipients that are located outside of Australia, including to our suppliers located in the USA.

Our Privacy Policy explains: (i) how we store and use, and how you may access and correct your personal information; (ii) how you can lodge a complaint regarding the handling of your personal information; and (iii) how we will handle any complaint. If you would like any further information about our privacy policies or practices, please contact us at blair@dunefolk.com.au. By providing your personal information to us, you consent to the collection, use, storage and disclosure of that information as described in the Privacy Policy and this collection notice.

