

PRIVACY POLICY

Sue Maree, 'Susanne Harries Trading as Dazzle Image Consulting' (ABN 92 891 312 364) (**Dazzle Image Consulting®**), is committed to managing personal information in accordance with the Australian Privacy Principles under the *Privacy Act 1988* (Cth) and in accordance with other applicable privacy laws.

This document sets out our policies for managing your personal information and is referred to as our Privacy Policy.

In this Privacy Policy, "we" and "us" refers to Dazzle Image Consulting and "you" refers to any individual about whom we collect personal information.

Dazzle Image Consulting offers a range of services, including personal fashion consultations and shopping experiences, keynotes, panel discussions, workshops, educational campaigns, fashion festivals, podcast interviews, training sessions and events ('Services').

What information does Dazzle Image Consulting collect about you?

a) Clients and prospective clients

When you enquire about our Services or when you become a client of Dazzle Image Consulting, a record is made which includes your personal information.

The type of personal information that we collect will vary depending on the circumstances of collection and the kind of service that you request from us, but will typically include:

- (i) your name, e-mail, postal address and other contact details;
- (ii) information about your employer or an organisation who you represent;
- (iii) your professional details; and
- (iv) any additional personal information you provide to us, or authorise us to collect, as part of your interaction with Dazzle Image Consulting.

(b) Other individuals

Dazzle Image Consulting may collect personal information about other individuals who are not clients of Dazzle Image Consulting. This includes customers and members of the public who participate in events we are involved with, individual service providers and contractors to Dazzle Image Consulting and other individuals who interact with Dazzle Image Consulting on a commercial basis. The kinds of personal information we collect will depend on the capacity in which you are dealing with Dazzle Image Consulting. Generally, it would include your name, contact details, and information regarding our interactions and transactions with you.

If you are participating in an event we are managing or delivering, we may take images or audio-visual recordings which identify you.

You can always decline to give Dazzle Image Consulting any personal information we request, but that may mean we cannot provide you with some or all of the services you have requested. If you have any concerns about personal information we have requested, please let us know.

(c) Visitors to our websites

The way in which we handle the personal information of visitors to our websites is discussed below.

How and why does Dazzle Image Consulting collect and use your personal information?

Dazzle Image Consulting collects personal information reasonably necessary to carry out our business, to assess and manage our clients' needs and provide our Services. We may also collect information to fulfil administrative functions associated with these services, for example billing, entering into contracts with you or third parties and managing client relationships.

The purposes for which Dazzle Image Consulting usually collects and uses personal information depends on the nature of your interaction with us, but may include

- (i) responding to requests for information and other general inquiries;
- (ii) managing, planning, advertising and administering programs, events, competitions and performances;
- (iii) researching, developing and expanding our Services;
- (iv) informing you of our activities, events and Services; or

- (v) responding to enquires and complaints

Dazzle Image Consulting generally collects personal information directly from you. We may collect and update your personal information over the phone, by email, over the internet or social media or in person.

How does Dazzle Image Consulting interact with you via the internet?

You may visit our websites (<https://www.dazzleimage.com.au>) without identifying yourself. If you identify yourself (for example, by providing your contact details in an enquiry), any personal information you provide to Dazzle Image Consulting will be managed in accordance with this Privacy Policy.

Dazzle Image Consulting's website may contain links to third-party websites. Dazzle Image Consulting is not responsible for the content or privacy practices of websites that are linked to our website.

Can you deal with Dazzle Image Consulting anonymously?

Dazzle Image Consulting will provide individuals with the opportunity of remaining anonymous or using a pseudonym in their dealings with us where it is lawful and practicable (for example, when making a general enquiry). Generally, it is not practicable for Dazzle Image Consulting to deal with individuals anonymously or pseudonymously on an ongoing basis. If we do not collect personal information about you, you may be unable to utilise our Services or participate in our events, programs or activities we manage or deliver.

How does Dazzle Image Consulting hold information?

Dazzle Image Consulting stores information in paper-based files or other electronic record keeping methods in secure databases (including trusted third party storage providers based in Australia). Personal information may be collected in paper-based documents and converted to electronic form for use or storage (with the original paper-based documents either archived or securely destroyed). We take reasonable steps to protect your personal information from misuse, interference and loss and from unauthorised access, modification or disclosure.

Dazzle Image Consulting maintains physical security over paper and electronic data stores, such as through locks and security systems at our premises. We also maintain computer and network security, for example, we use firewalls (security measures for the internet) and other security systems such as user identifiers and passwords to control access to our computer systems.

Our websites do not necessarily use encryption or other technologies to ensure the secure transmission of information via the internet. Users of our websites are encouraged to exercise care in sending personal information via the internet.

We take steps to destroy or de-identify information that we no longer require.

Does Dazzle Image Consulting use or disclose your personal information for direct marketing?

Dazzle Image Consulting may use or disclose your personal information for the purpose of informing you about our Services, upcoming promotions and events, or other opportunities that may interest you. If you do not want to receive direct marketing communications, you can opt-out at any time by contacting us using the contact details below.

If you opt-out of receiving marketing material from us, Dazzle Image Consulting may still contact you in relation to its ongoing relationship with you.

How does Dazzle Image Consulting use and disclose personal information?

a) For clients

The purposes for which we may use and disclose your personal information will depend on the services we are providing you. For example, if you have engaged us to deliver a Service, we may disclose information about you to service providers where this is relevant to our Services.

b) For customers and participants

If you are a customer or participant in an event, we may disclose your personal information to our clients and venues where this is reasonably necessary for, and relevant to, the delivery of the event. We may use images or audio-visual recordings which identify you for promotional purposes where you would reasonably expect this to occur.

c) Disclosure to contractors and other service providers

Dazzle Image Consulting may disclose information to third parties we engage in order to provide our Services, including contractors and service providers used for data processing, data analysis, customer

satisfaction surveys, information technology services and support, website maintenance/development, printing, archiving, mail-outs, and market research.

d) Use and disclosure for administration and management

Dazzle Image Consulting will also use and disclose personal information for a range of administrative, management and operational purposes. This includes:

- (i) administering billing and payments and debt recovery;
- (ii) planning, managing, monitoring and evaluating our Services;
- (iii) quality improvement activities;
- (iv) statistical analysis and reporting;
- (v) training staff, contractors and other workers;
- (vi) risk management and management of legal liabilities and claims (for example, liaising with insurers and legal representatives);
- (vii) responding to enquiries and complaints regarding our Services; or
- (viii) obtaining advice from consultants and other professional advisers.

How can you access or seek correction of your personal information?

You are entitled to access your personal information held by Dazzle Image Consulting on request. To request access to your personal information please contact us using the contact details set out below.

You will not be charged for making a request to access your personal information but you may be charged for the reasonable time and expense incurred in compiling information in response to your request.

We will take reasonable steps to ensure that the personal information we collect, use or disclose is accurate, complete and up-to-date. You can help us to do this by letting us know if you notice errors or discrepancies in information we hold about you and letting us know if your personal details change.

However, if you consider any personal information we hold about you is inaccurate, out-of-date, incomplete, irrelevant or misleading you are entitled to request correction of the information. After receiving a request from you, we will take reasonable steps to correct your information.

We may decline your request to access or correct your personal information in certain circumstances in accordance with the Australian Privacy Principles. If we do refuse your request, we will provide you with a reason for our decision and, in the case of a request for correction, we will include a statement with your personal information about the requested correction.

What should you do if you have a complaint about the handling of your personal information?

You may contact Dazzle Image Consulting at any time if you have any questions or concerns about this Privacy Policy or about the way in which your personal information has been handled.

We will first consider your complaint to determine whether there are simple or immediate steps which can be taken to resolve the complaint. We will generally respond to your complaint within a week.

If your complaint requires more detailed consideration or investigation, we will acknowledge receipt of your complaint within a week and endeavour to complete our investigation into your complaint promptly. We may ask you to provide further information about your complaint and the outcome you are seeking. We will then typically gather relevant facts, locate and review relevant documents and speak with individuals involved.

In most cases, we will investigate and respond to a complaint within 30 days of receipt of the complaint. If the matter is more complex or our investigation may take longer, we will let you know.

How changes are made to this Privacy Policy?

Dazzle Image Consulting may amend this Privacy Policy from time to time, with or without notice to you. We recommend that you visit our website regularly to keep up to date with any changes.

How can you contact Dazzle Image Consulting?

If you have any queries, or if you seek access to your personal information, or if you have a complaint about our privacy practices, you can contact us through: sue@dazzleimage.com.au.