

Privacy Policy

Blueprint Systems Pty Ltd

Last Modified: 31 May 2022

1. Privacy Statement

Blueprint Systems Pty Ltd ACN 612 701 783 trading as Blueprint Data (**we/our/us**) consider the privacy of your personal information highly important and we take our responsibility to protect it seriously.

This Privacy Policy (**Policy**) sets out how we collect, hold, use and disclose information about individuals who deal or interact with us. By using our website you consent to our collection and use of your personal information in accordance with this Policy.

Where you have provided us with information regarding a minor, you agree to our collection, holding, use and disclosure of such information in accordance with this Policy.

We treat all personal information collected in accordance with the *Privacy Act 1988* (Cth) (**Privacy Act**), the Australian Privacy Principles (**APP's**) contained within the Privacy Act and this Policy.

2. Anonymity

Due to the nature of the services we provide, it is generally impractical for us to deal with you without knowing your name and your contact details. However, where it is practical for us to do so, we shall provide you with the option to deal with us anonymously or by using a pseudonym.

3. Collecting personal information

Personal information is information or an opinion of an individual whose identity is apparent or can be reasonably ascertained.

We collect a wide variety of personal information that is reasonably necessary for the purposes of conducting and improving our business and our services and making our services available to you. This information is collected from a wide variety of sources including:

- (a) through our website (**Site**);
- (b) through marketing research;
- (c) through business interactions;
- (d) as a result of you providing such information to us;
- (e) via surveys;
- (f) by otherwise having some form of contact with us such as by mail, telephone, email, internet or intranet; and/or
- (g) through any of our other business activities or events.

Personal information collected by us may include:

- (a) your name;
- (b) your email address;
- (c) your location;
- (d) your account preferences and opinions relating to our services;
- (e) data about mental health, physical health and fitness; and
- (f) all logs, which may include information such as your internet protocol address, browser type, browser version, clickstream data, referring URLs, the pages of our Site that you visit, the time spent on any pages of our Site and other log related information relating to your use of our Site.

We endeavour to only collect personal information about you where it is reasonably required.

4. Use of personal information

We automatically gather information to monitor the use of our services and to support our service delivery. Most of the information we gather is aggregated and anonymous to us.

Sometimes you will be asked to confirm that you agree to a particular activity, or the collection of your personal information for a specific purpose. We will make it clear to you if any information is being collected in a way that could personally identify you.

Generally, we use personal information for providing, evaluating, improving, personalising and developing our services and our Site. More specifically we use personal information for:

- (a) improving our services;
- (b) enabling you to use the various functionality and features of our Site;
- (c) providing you support and responding to your queries;
- (d) promoting and marketing our services (each person may opt-out of marketing and sales communications);
- (e) our internal research and statistical purposes (including market segmentation, market analysis, trend identification and value analysis); and
- (f) enabling us to forward to you other information or material which we believe may be of interest to you (each person may opt-out of our information sharing communications).

5. Disclosure of personal information

5.1 Disclosure generally

We do not disclose your personal information to any third party without your consent, except where the personal information is aggregated and anonymous or where a third party that the information is being disclosed to requires it to assist us in an advisory, technical or services sense.

We will only disclose personal information, other than as mentioned above, as legally required – either upon valid court order, pursuant to the Privacy Act, or where compelled by a law enforcement or governmental agency.

6. Protecting your personal information

6.1 Steps we take

We take reasonable steps to protect personal information we hold (including your personal information) from:

- (a) misuse, interference and loss; and
- (b) unauthorised access, modification or disclosure.

The precautionary steps we take to protect personal information include:

- (a) adopting measures to protect our computer systems and networks for storing, processing and transmitting personal information;
- (b) adoption of procedural and personnel measures for limiting access to personal information by our staff;
- (c) regularly reviewing our information collection, storage and processing practices; and
- (d) such other security measures we consider reasonable and appropriate from time to time.

Notwithstanding that we use our best endeavours to protect all personal information we collect and hold, please note that we unfortunately cannot guarantee its complete security.

6.2 Deleting your personal information

When personal information is no longer required to be kept by us, we will take reasonable steps to destroy or delete the personal information in a confidential manner.

7. Cookies

Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your computer's hard drive.

We use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some features of our products and services.

8. Web beacons

Web beacons (also known as clear gifs, pixel tags or web bugs) are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users or to access cookies.

Unlike cookies which are stored on the user's computer hard drive, web beacons are embedded invisibly on web pages (or in e-mail).

Web beacons may be used to deliver or communicate with cookies, to count users who have visited certain pages and to understand usage patterns.

Like many sites, we use web beacons to collect information which is done in accordance with this policy.

9. Overseas disclosure

9.1 No overseas disclosure

Subject to clause 9.2 and 9.3, we store all personal information that we collect on servers located in Australia and will not disclose or transmit this information overseas.

9.2 Disclosure for analytics

We may use Google Analytics to track your usage of our website. Google Analytics is a web analysis service provided by Google. Google utilises the data collected to track and examine the use of the website, to prepare reports on the site's activities and share them with other Google services.

Google may use the data collected to contextualise and personalise the ads of its own advertising network. Personal data collected by Google includes cookie and usage data, which is processed in the USA. You can find Google's privacy policy here: <http://www.google.com.au/policies/privacy/>.

9.3 Consent to overseas disclosure

Other than as contemplated under this clause 9, we will only disclose your personal information to an overseas recipient if:

- (a) you consent to the transfer; or
- (b) the disclosure of the information is required or authorised by or under an Australian law, other applicable law or a court/tribunal order.

We will take reasonable steps to ensure such overseas recipients do not breach the APP's or are subject to laws or a scheme substantially similar to the APP's.

10. International users

If you are located outside Australia and choose to provide your personal information to us, your personal information will be transferred to Australia and will be processed in accordance with this Policy.

11. Third parties

Our Site may contain links to third party sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every site you visit.

We confirm that we have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third party sites or services whatsoever.

You should be aware that your ability to opt-out of a third party tool or platform will depend on the conditions governing your agreement with that third party.

12. Accessing and updating your personal information

12.1 Access to Personal Information

We will provide you with access to your personal information held by us unless:

- (a) giving access would be unlawful;
- (b) giving access would result in our breach of any third party contractual obligations; or
- (c) denying access is required under the Privacy Act or any other applicable law.

12.2 Request for Access

If you would like access to your personal information aside from your account information, you must contact us in writing making such a request. You may contact us via email at info@blueprintdata.com.au. Following receipt of your request, we will contact you and either provide you with the information you have sought or return to you with an explanation detailing why we will not provide you with the information.

12.3 Amending your personal information

We endeavour to keep all personal information we hold accurate, up to date and complete. If at any time you wish to correct any of your personal information and you have an account, you may do so freely at any time via your account profile following your log on.

If you wish to amend personal information that we hold, please contact us to request the amendment. You may contact us via email at info@blueprintdata.com.au. If we elect not to correct your information, we will notify you, within a reasonable time, of the reason for our refusal, the mechanisms available for you to complain about our refusal and such other matters required by the Privacy Act.

If you wish to have your personal information deleted, please let us know and we will take all reasonable steps to delete it, unless we need to keep it for legal reasons.

13. Complaints

We strive to ensure our compliance with this Policy and to regularly review our practices against it.

If at any time you have a complaint against us regarding our Policy, including a breach of the Privacy Act, we invite you to make a complaint at info@blueprintdata.com.au. All complaints made will be dealt with in confidence. We endeavour to respond within 28 days of receipt of a complaint with a resolution or proposed resolution to the issue raised.

Please note that you may also make a complaint to the Office of the Australian Information Commissioner (OAIC) about the handling of your personal information. Information on making a privacy complaint can be found on their website at <http://www.oaic.gov.au/privacy/making-a-privacy-complaint>.

14. Variations

We reserve the right to vary this Policy from time to time without further notice to you. Any variations made will be updated on our website. We will not reduce your rights under this Policy without providing you with notice.

It is your responsibility to check our Policy every now and again to ensure you are aware of any changes made to it.

15. Further information

For any further information about this Policy please contact us by emailing info@blueprintdata.com.au.