



Vivid Media & Design

PRIVACY POLICY

1. Overview

This Privacy Policy articulates how we at Vivid Media and Design ("we," "our," or "us") manage personal information collected from individuals throughout Australia and New Zealand. We adhere to the Australian Privacy Principles under the Privacy Act 1988 (Cth) and the Privacy Act 2020 (NZ), ensuring your data is handled with the utmost care and respect.

2. Who We Are

Vivid Media and Design, ABN: 11 398 502 131 (hereinafter referred to as "the Company"), is committed to safeguarding your privacy as we provide exceptional digital media services.

3. Understanding Personal Information

Personal information encompasses any data that identifies you or could reasonably identify you, and it may include what is known as Sensitive Information.

4. What is Sensitive Information?

Sensitive Information refers to details concerning your racial or ethnic background, political views, religious beliefs, sexual orientation, health information, or criminal history.

5. Application of This Policy

This policy pertains to personal information gathered directly from you when you engage with us through our website www.vividmediadesign.au, make inquiries, or utilise our digital media services.

6. Policy Modifications

We reserve the right to modify this policy periodically.



How We Collect Your Personal Information

7. Information We Gather

We collect personal information from you at various stages, including:

- **Necessary Information:** When you contact us or sign up for our services, we gather details such as:
 - your full name;
 - contact address;
 - mobile/phone numbers;
 - email addresses (primary and secondary); and
 - financial details, including credit card and debit card information.

- **Non-Personal Information:** We may also log certain non-identifying information for statistical purposes and to enhance our marketing strategies, including:
 - server address;
 - domain name;
 - date and time of visits;
 - pages accessed;
 - documents downloaded;
 - referring websites; and
 - browser type.

8. Employee and Contractor Data

We collect personal details regarding our staff, contractors, and job applicants, which includes their names, addresses, contact information, and work experience.

9. Links to Other Websites

We do not take responsibility for the privacy practices of any external websites that you may access through our site.

How We Use Your Personal Information

10. Purpose of Information Use

We utilize your personal information to effectively operate and enhance our services. This includes:

- providing technical support and sales assistance;
- managing billing and credit control;
- issuing product updates and renewal reminders;
- notifying you about system changes and maintenance updates; and
- any other function pertinent to the services we deliver.



11. Additional Uses of Your Information

We may also employ your personal information for related purposes, such as:

- assessing your experience with our products and services;
- conducting research to improve our offerings;
- contacting you about special offers, newsletters, and surveys;
- identifying potential new customers;
- addressing complaints or feedback;
- billing purposes related to credit card transactions;
- verifying your identity if you provide an ABN;
- maintaining a technical and historical record of your interactions with us;
- administering our internal processes; and
- monitoring compliance with our terms and conditions.

12. Marketing Communications

When you engage our services or make inquiries, you will be asked to consent to receive promotional materials. You can opt-out of future communications by following the instructions provided in our emails.

Sharing Your Personal Information

13. Disclosure Conditions

We will not share your personal information without your explicit consent, except in the following situations:

- if mandated by law or to protect our business interests;
- to contractors assisting with payment processing or customer relationship management;
- if we sell all or part of our business; and
- in extraordinary circumstances to safeguard the safety of our users or the public.

14. Third-Party Service Providers

We may disclose your personal information to third-party providers to assist us in delivering our services. Such relationships are governed by contractual agreements ensuring confidentiality.

15. Overseas Disclosure

In some cases, the third-party providers we work with may be located outside Australia or New Zealand. Our contracts with them incorporate privacy and confidentiality provisions consistent with Australian and New Zealand privacy laws.



Protecting Your Personal Information

16. Data Security Practices

We take the security of your personal information seriously. Data is stored on secure servers in Australia, although it may be transferred internationally for storage.

17. Protection Measures

We implement reasonable measures to protect your information from misuse, interference, and loss, as well as unauthorized access or disclosure. However, we cannot be held responsible for third-party access resulting from:

- data interception during transmission;
- vulnerabilities not patched promptly;
- malware on your accessing device; and
- failure to protect your login credentials.

18. Breach Notifications

If we suspect that your personal information may have been compromised, we will investigate and, if it qualifies as a Notifiable Data Breach, notify you and the relevant authorities as required by the Privacy Acts.

19. Data Retention

Your personal information will be destroyed when it is no longer necessary for our purposes, unless we are legally obligated to retain it.

20. Public Information

Information shared through chat sessions or public forums on our website is accessible to anyone and should be disclosed with caution.

Accessing Your Personal Information

21. Your Rights

Under both the Australian and New Zealand Privacy Acts, you have the right to access and correct your personal information held by us.

22. Requesting Access

To access or amend your personal information, please contact our Founder and Managing Director, **Vivienne Clements**, at viv@vividmediadesign.au.



23. Access Process

To facilitate your request:

- provide proof of identity to ensure the correct information is released;
- specify the information you seek clearly; and
- a reasonable administration fee may apply to cover processing costs.

24. Refusal to Access

If we decline your request, we will furnish you with written reasons and details on how to lodge a complaint.

Complaints and Queries

25. Complaint Process

Should you have any complaints regarding our privacy practices, please reach out to our privacy officer. All privacy complaints will be handled with seriousness and confidentiality.

26. Escalation of Complaints

If your complaint remains unresolved, you may escalate it to the relevant privacy authority in Australia or New Zealand.