



Emotive terms and conditions

# Our privacy policy

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# Emotive online privacy statement

Emotive Pty Ltd (**Emotive**) is a specialist creative and content agency, powered by emotion. At Emotive, we believe audiences deserve to be entertained, not interrupted. We combine the smart strategy with big ideas to emotionally connect with audiences at scale.

Emotive respects your right to privacy. We are sensitive to the concerns that our clients, customers and online users may have with regards to the confidentiality, security and use of their personal information.

Emotive is committed to implementing practices, procedures and systems that ensure we comply with the Privacy Act 1988 (**Privacy Act**) and the Australian Privacy Principles (**APPs**).

We encourage you to check this Privacy Policy regularly as it may change from time to time. If you have any suggestions or concerns that are not addressed in this Privacy Policy, please contact us on 1300 158 770 or email us at [privacy@emotive.com.au](mailto:privacy@emotive.com.au)

## About this policy

Under the Privacy Act, 'personal information' is generally any information or opinions that identify you personally, whether alone, or when combined with other information.

This Privacy Policy explains how we manage your personal information, including:

- 1 The kinds of personal information we collect and how we collect it;
- 2 Our reasons for collecting, holding, using and disclosing personal information;
- 3 How you may access your personal information held by us and have it corrected;
- 4 Whether we will disclose your personal information to overseas recipients; and
- 5 How you may complain about the way we deal with your personal information, and how we will deal with any complaints that are made.

# Kinds of information we collect and how we collect it

The kind of information we collect and hold depends on your dealings with us. Generally, we collect personal information directly from you when you provide it to us (for example by telephone or online). In some circumstances we may also collect personal information indirectly including from our contractors, suppliers and other service providers or from publicly available sources. We will only do this where permitted by law.

We also collect personal information in the normal course of business including names, addresses, phone numbers, and email addresses. This information is collected through meetings, phone calls, letters, fax, email, as well as commercial agreements, documents and dealings. We may also collect information when you participate in activations, competitions, or promotions that we conduct on behalf of our clients. This information is subject to the APPs and is only used for the purpose for which it was provided. Generally this is limited to the transaction of general business (which includes the performance of our services to our clients).

## Competition and Promotions

To participate in competitions or register for various other online or promotional activities we may collect information including your:

- name;
- gender;
- residential and/or email addresses;
- date of birth;
- telephone number;
- interests; and/or
- profession.

We may also for identification purposes such as before awarding prizes require copies of identification documents, such as:

- driver's licence;
- passport;
- birth certificate; and/ or
- utility bills.

# Why we collect personal information

## Our main reasons for collecting your personal information

- 1 To identify you.
- 2 To manage, administer and control the quality of the products and services we provide to you.
- 3 To market our products and services to you.
- 4 to perform services for which we have been engaged by one of our clients; or
- 5 To comply with our legal obligations.

## Our other reasons for collecting, holding, using and disclosing your personal information

- 1 to conduct promotions and competitions (including on behalf of our clients);
- 2 To develop and improve our products and services.
- 3 to assist you with enquiries or complaints; and/or
- 4 To allow our related bodies corporate to market their products and services to you.

## Direct Marketing

may We and/or our clients may send you direct marketing communications and information about our services and products. This may take the form of emails, SMS, mail, or other forms of communication, in accordance with the Spam Act 2003 (Cth) and the Privacy Act 1988 (Cth). You may opt out of receiving marketing materials from us by contacting us using the details set out below or by using the opt-out facilities provided (for example, unsubscribe links).

# To whom do we disclose your personal information

## We may disclose personal information for the purposes described in this Privacy Policy to:

- 1 Our employees and related bodies corporate;
- 2 Third party suppliers and service providers (including providers for the operation of our websites and/or our business or in connection with providing our products and services to you);
- 3 Our professional advisers;
- 4 Our existing or potential agents, business partners, or partners;
- 5 Our clients when you participate in an activation, competition, or promotion that we conduct on their behalf;
- 6 Anyone to whom our assets or businesses (or any part of them) are transferred;
- 7 Other specific third parties authorised by you to receive information held by us; and/or
- 8 Other persons, including government agencies, regulatory bodies, and law enforcement agencies, or as otherwise required, authorised, or permitted by law.

## Disclosure of personal information outside Australia

We do not disclose personal information outside of Australia in the ordinary course of our business, however we may, from time to time, be engaged by clients based outside of Australia and in those circumstances we may disclose personal information to those clients. We will take reasonable steps to ensure that any recipient of personal information outside of Australia will deal with the personal information in a manner that is consistent with the APPs.

# How we hold your personal information

## Security

Emotive may hold your personal information in either electronic or hard copy form.

Emotive takes reasonable precautions to protect the personal information it holds from:

- misuse, interference and loss; and
- unauthorised access, modification or disclosure

These include: protection of passwords using industry standard encryption, measures to preserve system security and prevent unauthorised access, and back-up systems to prevent accidental or malicious loss of data. Documents verifying your identity will be stored in a secure database with limited access requiring a password or other unique identifier.

## Third parties

We may use third party providers to store personal information electronically. We take reasonable steps to ensure this information is held as securely as information stored on our own equipment.

## Internet

Unfortunately we cannot remove all risks involved in sending information through any channel over the Internet. You send information over the Internet entirely at your own risk.

## Accidental or unauthorised use or disclosure

In the event of accidental or unauthorised use or disclosure of personal information we shall take prompt action to remedy such breach and shall notify the individual and the Privacy Commissioner as required under the Privacy Act.

## Links to third party websites

Emotive may provide links enabling you to click-through to third party sites from our websites. We recommend that you refer to the privacy policy of the sites you visit. Emotive's Privacy Policy is applicable for Emotive only and we assume no responsibility for information provided to or for the content of third party sites.

# How can I access and correct my personal information?

We will take reasonable steps to ensure the personal information we hold about you is accurate, up-to-date and complete. Please let us know if there's a change to any of the details you have provided to us.

## Access

You have a right to ask for access to the personal information we hold about you. We may require you to verify your identity prior to us providing you with your personal information.

Your personal information will usually be available within 30 days of your request. If there is a fee for accessing your personal information, we will confirm the amount before providing the information.

In some circumstances we may not be able to grant you access to your personal information (for example, if the release of your personal information would have an unreasonable impact on the privacy of others). Please see the APPs for further information.

## Corrections

You have a right to ask us to correct the personal information we hold about you.

It is not always possible to remove or modify information in our databases, but we will take reasonable steps to correct your personal information so it is accurate, up-to-date, complete, relevant and not misleading.

If we decline to make a correction, you may request us to attach to your personal information a statement that it is inaccurate, out-of-date, incomplete, irrelevant or misleading.

If we disclosed the information to a third party before correcting it, you may request us to notify the third party of the correction we've made.

We will not charge you to request a correction, or for making a correction or attaching a statement.



# How long can emotive keep my personal information?

If Emotive:

- 1 No longer needs to use or disclose your personal information for any purpose that is authorised under the APPs; and
- 2 Is not legally required to retain that information,
- 3 then it will take reasonable steps to destroy the personal information or ensure it is de-identified.

## Making complaints

If you have a concern about how we have handled your personal information, please let us know so we can fix the problem.

To lodge a formal complaint, please send details to the Privacy Officer in writing. We will respond within a reasonable time – usually 30 days.

If your complaint is not resolved by our Privacy Officer you can refer it to the Office of the Australian Information Commissioner. The contact details are:

### **Office of the Australian Information Commissioner**

GPO Box 5288  
Sydney NSW 2001, Australia  
Phone: 1300 363 992  
Fax: 02 6123 5145  
[www.oaic.gov.au](http://www.oaic.gov.au)

## Contact Us

If you have any questions or comments on this Privacy Policy or the privacy policies of Emotive, if you would like access or correct your personal information, if you would like a hard copy of the Privacy Policy, or if you would like to make a complaint regarding your privacy, then please either email us at [privacy@emotive.com](mailto:privacy@emotive.com) or telephone us on 1300 158 770 or write to us:

The Privacy Officer  
Emotive Pty Ltd  
27 Alfreda Street  
Coogee, NSW, 2026