

LOVE LANE PRIVACY POLICY

This privacy policy applies to the Love Lane Creatives website. We adhere to the Australian Privacy Principles contained in the *Privacy Act 1988 (Cth)*. This policy sets out collection and use of personal information.

'Personal Information' is information which is identifiable as being about you.

By using the Love Lane website, you consent to the data practices outlined in this policy.

1. Collection of your personal information

Love Lane Creatives will receive and store personal information that you provide us through accessing our website, submitting inquiry forms and through any other forms of interaction with our brand.

Love Lane Creatives collects your personal information through online and in person interactions.

You may provide Love Lane Creatives with information such as your name, phone number, email address and business name to enable us to send you information, provide you with updates and process your order. You may provide Love Lane Creatives with other information, including but not limited to, feedback, personal or business affairs, change of email preference, survey responses, promotions, financial or credit card information, communication with our customer support team. Love Lane Creatives may collect this information and any other information you provide while interacting with us.

2. How we collect your personal information

Love Lane Creatives collects personal information from you in a variety of ways. This may be when you interact with us electronically or in person, when you access our website and when we provide our services to you. If Love Lane Creatives receives personal information from third parties, we will treat it in alignment with this privacy policy.

3. Use of your personal information

Love Lane Creatives may use your personal information to best serve you, through information and updates regarding our services, promotions and opportunities that may

interest you. We may use your personal information to contact you via phone call, email, sms or mail.

4. Disclosure of your personal information

We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors where reasonably necessary for the purposes outlined in this policy. Any personal information will only be supplied to a third party when it is required for the delivery of our services.

We may from time to time need to disclose personal information to comply with a legal requirement such as a law, regulation, court order, subpoena, warrant or in the course of a legal proceeding or in response to a law enforcement agency request.

We may also use your personal information to protect the copyright, trademarks, legal rights, property or safety of Love Lane Creatives, lovelanecreatives.com.au, its customers or third parties.

By providing us with your personal information, you consent to the terms outlined in this privacy policy and the types of disclosure covered by this policy. Where we disclose your personal information to third parties, we will request that the third party act in accordance with this policy regarding the handling of your personal information.

5. Security of your personal information

The security of your personal data is important to us and we are committed to ensuring that any information you may provide us with is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access.

6. Accessing your personal information

You may request the details of the personal information that we hold about you, in accordance with the *Privacy Act 1988 (Cth)*. If you would like a copy of the information which we hold about you, or if you believe any information we hold about you is inaccurate, out of date, misleading or irrelevant, please email us at hello@lovelane.com.au

7. Use of Cookies

Cookies may be used on the Love Lane Creatives website for tracking services. Cookies are very small files which a website uses to identify you when you come back to the site and to store details about your use of the site. Cookies are not malicious programs that access or damage your computer. Most web browsers automatically accept cookies, but you do have the option to reject cookies by changing your browser settings. Please note that this may prevent you from taking full advantage of our website.

Our website may use cookies to analyse website traffic and help us provide a better user experience. In addition, cookies may be used to serve relevant ads to website visitors through third party services such as Google Adwords. These ads may appear on this website or other website you visit.

8. Third Party Disclosure

Love Lane Creatives will not sell, rent or lease your personal information to third parties.

9. Third Party Links

Our website may from time to time have links to other websites not owned or controlled by us. These links are meant for your convenience only. Please be aware that Love Lane Creatives is not responsible for the privacy practices of any other websites other than lovelane.com.au. This privacy policy applies only to the Love Lane Creatives website and external parties are not covered by this policy. We aim to ensure that websites we promote are of the highest quality and safety standard, however unfortunately cannot guarantee the privacy standards of any website other than Love Lane Creatives.

10. Changes to this policy

Love Lane Creatives reserves the right to modify or amend this privacy policy at any time. If any changes are to occur, members will be notified via email or via this page. We encourage our site users to check back from time to time to review any changes.

11. Complaints

If you have any complaints about our privacy policy or practices, please contact us at hello@lovelane.com.au We take complaints very seriously and will aim to respond within 48 hours.

