

## **Privacy Policy**

Your privacy is important to us. Keed Photography understands that you care how your personal information is used and shared. We provide this notice to explain our online information practices and the choices you can make about the way your information is collected and used. This notice applies to all information collected or submitted on the Keed Photography website. Keed Photography is also obliged to comply with the requirements of the Federal Government's National Privacy Policy, in accordance with the **Privacy Act of 1974 (Act)**.

Personal information we collect includes name, street address, email address, and telephone number. Your credit card information will also be collected if that form of payment is used to make your purchase but, that data is only used to process your transaction and is not stored in our database.

We received, collect and store any information you enter on our website or provide to us in any other way including applications, written agreements and/or registration forms.

We use the personal information collected from you to facilitate taking your photographs, communicating with you regarding your photographs and other related products and services, and processing any transaction you may do with Keed Photography.

This document comprises our **Privacy Policy**.

This Privacy Policy incorporates information on how Keed Photography collects, uses, discloses and keeps secure your personal information. Our Privacy Policy applies to all individuals under 1 years old as well as individuals above 1 years old.

### **1. Collection of Data and Personal Information**

- (a) The information collected by Keed Photography obtained from you assists us in personalizing and improving the experience for our customers. Such information is utilized primarily to ensure supply of goods and services to you the customer. Personal information is collected through our website when you conduct a transaction, submit a message through our contact form, when you purchase a product or service in our web store or booking section, and when you subscribe to our newsletter or any email correspondence. Such information includes:
  - (i) Full name
  - (ii) billing and mailing address;
  - (ii) contact phone number;

- (iii) email address;
- (iv) credit card information (used to process your transaction and is not stored in our database.) Credit card number, expiration and security code is collected during this type of transaction.
  
- (iv) product preferences;
  
- (v) information regarding promotions and other service of Keed Photography; and
  
- (v) information pertaining to all events and/or any membership components.

(b) Data Collection:

- (i) Mobile device ID is retrieved when a mobile device is used to access our website and allows Keed Photography to help identify the types of devices being used by different users, to improve the product, and to diagnose issues/bugs.
- (ii) Age to determine if we need parental consent for minors to share personal information with Keed Photography.
- (iii) Gender to identify individuals properly within the business; for example, when adding a post on our website or social media sites, we include a persons' title; also to properly refer to someone when we email them updates.
- (iv) Internet Protocol (IP)Address - IP is used to connect your computer to the internet; login; e-mail address; password; computer and connection information and purchase history. The IP address we collect transmit data back to the requesting browser or mobile client. The purpose we collect your IP address is to provide information necessary for the operations of our servers, such as security and quality of service; coursey geolocate requests to improve the product for users.
- (v) Browser details- Responses will differ based on the client used so that client features will only be enabled when supported. Trends in browser type will inform which browsers Keed Photography will support in new software releases when applicable.
- (vi) Page Views- To improve our product knowledge about how people use our products, and to better deliver marketing emails to users based on their actual usage.
- (vii) Referring URLs – is obtained automatically based on website or app usage. To improve our product knowledge and for improving marketing emails and notifications

delivery. To improve our product knowledge about how people use our products, and to better deliver marketing emails to users based on their actual usage

- (viii) Clicks and click paths- obtained automatically based on website or app usage. To improve our product knowledge and for improving marketing emails and notifications delivery. To improve our product knowledge about how people use our products, and to better deliver marketing emails to users based on their actual usage.
- (ix) We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collected personally identifiable information such as comments, feedback, product reviews, recommendations, and personal profile.

(c) Information regarding your use of the Keed Photography website may also be obtained through the use of cookies.

(i)

(d) Keed Photography will not collect sensitive information without your consent, unless it is necessary for such information to be collected for an activity or function, and will not collect any such information in a secret or dishonest way.

## **2. Use of Personal Information**

- (a) The primary use of personal information is for the purposes listed under section 1. **Collection of Data and Personal Information**, above. However, we will use and disclose your personal information for the approved purposes and in a variety of ways associated with the approved purposes, including the following:
  - (i) to assist in the development of information technology, systems maintenance and development;
  - (ii) to assist in the development of information technology requirements, systems maintenance and developmental issues;

- (iii) to analyze information for product development, marketing and research purposes and to improve and extend our range of services;
  - (iv) to investigate and resolve complaints concerning the provision of services by us or others associated to us;
  - (v) marketing directly to you in accordance with the Privacy Principles of the (Act.);
  - (vi) disclosure of your personal information to any other organization or person involved in carrying out any necessary function or activity on our behalf, including complaints handling and fraud prevention, whether within United States or overseas;
  - (vii) disclosure of your personal information in a manner authorized or required by law;
  - (viii) for any unrelated secondary purpose to which you consent; and for compliance with any legislative and regulatory provisions.
- (ii) To provide and operate the Services;
  - (x) To provide our Users with ongoing customer assistance and technical support;
  - (xi) To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
  - (xii) To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
  - (xiii) To comply with any applicable laws and regulations.
- (b) Moreover, we shall not utilize personal information without taking reasonable steps to ensure that the information is accurate, complete and up to date.

### **3. Disclosure of Personal Information**

Keed Photography may use and disclose your personal information for approved purposes and in a variety of ways associated with approved purposes. This includes the following:

- (a) Keed Photography may disclose personal information to related or unrelated third parties if consent has been obtained from you.
- (b) Keed Photography may disclose personal information between related body corporates. In circumstances where information is disclosed to related body corporates, they are bound by the original primary purpose for which the information was collected.
- (c) Keed Photography may disclose personal information to unrelated third parties to enable outsourcing of functions for purposes including, but not limited to billing, customer relations management and order fulfillment. This will be done when such disclosure is within your reasonable expectations.
- (d) Keed Photography will take reasonable steps to ensure that its contracts with third parties include requirements for third parties to comply with the Use and Disclosure requirements of the Privacy Act, and in accordance with the Keed Photography Privacy Policy.
- (e) Keed Photography may disclose personal information to law enforcement agencies, government agencies, Courts or external advisors where permitted or required by law.
- (f) Keed Photography may disclose personal information to avoid an imminent threat to a person life or to public safety.
- (g) If disclosure is not for a primary purpose, then it is for a related secondary purpose. If disclosure has not been obtained, then Keed Photography will not disclose your personal information, unless for the reasons documented at clauses 3(a) to 3(f).
- (h) Keed Photography does not generally sell or share its customer lists on a commercial basis with third parties, but in the event that we did, it would be done only if the appropriate consent of the individuals have been obtained. In this circumstance, Keed Photography will

take steps to ensure that the use of its customer list by the third party does not exceed the scope of the content.

#### **4. Security and Quality of your Personal Information**

Keed Photography will take reasonable steps to ensure that any of your personal information that is collected, stored, used or disclosed by us is accurate, complete and up-to-date. To do so, Keed Photography shall do the following:

- (a) Keed Photography will review its collection and storage practices on a regular and ongoing basis to determine how improvements to accuracy can be achieved.
- (b) Keed Photography requires its employees and contractors to perform their duties in a manner that is congruent with our legal responsibilities in relation to privacy.
- (c) Keed Photography will take all reasonable steps to ensure that all paper and electronic records that contain personal information will be stored in a facility that will not allow unauthorized access.
- (d) Keed Photography will review its information security practices on a regular and ongoing basis to determine how improvements to security can be achieved.

#### **5. Access of Personal Information**

Keed Photography shall take reasonable steps to limit access to personal information by doing the following:

- (a) Keed Photography will allow access to personal information records by the relevant individual, should such requested access be in accordance with the Privacy Act.

- (b) Keed Photography will correct its personal information at the request of the individual concerned as soon as practicable, and in accordance with the Privacy Act. Should an individual wish to correct their personal information, they should contact Keed Photography directly.
  
- (c) Keed Photography may charge a fee for process of an access request if such a request is complex or resource intensive.

## **6. Cookies, Data collection and other technologies**

- (a) Keed Photography may utilize cookies and other technologies to assist us in determining what components of our website are most popular, and to ensure that our online advertising is bringing customers to our products and services. Cookies may also be utilized to study traffic patterns, marketing purposes and most importantly, to ensure that your experience in interacting with us is convenient.
  - (i) Tracking tools may be used. (e.g. cookies, flash cookies, web beacons, etc.,)
  - (ii) We may use Third Party services such as Google Analytics. Google
  - (iii) We use Wix.com to host our website and cookies are used. Types of cookies used:
    1. Session (Transient) cookies: These cookies are erased when you close your browser, and do not collect information from your computer. They typically store information in the form of a session identification that does not personally identify the user.
    2. Persistent (Permanent or Stored) cookies: These cookies are stored on your hard drive until they expire (i.e. are based on a set expiration date) or until you delete them. These cookies are used to collect identifying information about the user, such as Web surfing behavior or user preferences for a specific site.
    3. Take a look at the table below to view which cookies Wix places on Wix sites:

| Cookie name  | Life span         | Purpose   |
|--|-------------------|---|
| svSession  | Permanent         | Communication between site owner and visitor (Wix Chat) |
| hs   | Session           | Security  |
| XSRF-TOKEN   | Persistent cookie | Security  |
| smSession  | Two weeks         | Identifies logged in site members                       |
| TSxxxxxxxx (where x is replaced with a random series of numbers and letters)   | Permanent         | Security  |
| TSxxxxxxxx_d (where x is replaced with a random series of numbers and letters) | Permanent         | Security  |

- (b) Keed Photography advises that it does not typically utilize this information collected for any purpose beyond the scope of this Privacy Policy.

## 7. Personal Account Details Safe Storage

Keed Photography shall take reasonable steps to ensure the security of personal information held by it from such risks as loss or unauthorized access, destruction, use, modification or disclosure of data. Keed Photography only permits your details to be accessed by authorized personnel.

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.



All direct payment gateways offered by Wix.com including PayPal and allowing us to sync our Merchant services payment processing company called Squareup.com. All direct payment gateways used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

## **8. Contact; Communication; Opt Out and Withdraw Consent**

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

- (a) Should you have an inquiry or complaint regarding privacy or our privacy policy, we request there be referred to Keed Photography at [privacypolicy@keedphotography.com](mailto:privacypolicy@keedphotography.com)
- (b) Keed Photography will have its Privacy Policy and Terms and Conditions posted on its website.
- (c) If you don't want us to process your data anymore, please contact us at [dataunsubscribe@keedphotography.com](mailto:dataunsubscribe@keedphotography.com).

## **9. Amendments to this Privacy Policy**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. These changes shall be highlighted in this area at the time of amendment.

