

# PRIVACY POLICY

ALLURE PACIFIC AESTHETICS PTY LTD (APA)

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(ABN: 85 654 089 808) is a clinical education provider and business partner in injectable cosmetic treatments. References to “APA”, “we”, “us”, and “our” in this Privacy Policy refer to Allure Pacific Aesthetic Pty Ltd.

In this Privacy Policy:

- **Authorised User** means an APA Cosmetic Nurse who has access to authorised sections of the website.
- **Customer** means a person who visits the website.
- **Website** means [www.allurepacificaesthetics.store](http://www.allurepacificaesthetics.store)

Allure Pacific Aesthetics is bound by the Privacy Act 1988 (Cth) (**Privacy Act**) as amended, including the Australian Privacy Principles (**APPs**). The APPs are designed to protect the confidentiality of the information and the privacy of individuals by regulating the way personal information is collected, used, disclosed, and managed. Personal information is information or an opinion relating to an identified or reasonably identifiable individual, whether the information is accurate or not and whether the information is recorded in a material form or not.

This policy explains the types of personal information that we may collect and hold, how that information is used and with whom the information is shared. It also sets out how to contact us if you have any queries or concerns about our collection, use or disclosure of personal information, or if you believe we have not complied with this Privacy Policy or the Privacy Act.

## Your consent

By using this Website, or otherwise providing us directly, or through others, with your personal information, you agree with the terms of this Privacy Policy and consent to the collection, use, and disclosure of that information following this Privacy Policy, the Privacy Act and other applicable privacy laws.

## **Why do we collect personal information?**

We collect personal information for several purposes connected with our activities and operations, including developing, providing, and improving our products and services for verification purposes, understanding, Allure Pacific and meeting the needs and requests of individuals we engage with, and meeting our legal obligations.

## **What personal information do we collect?**

The types of personal information we may collect include contact information (such as your name, address, email address, and telephone number), your profile information if you choose to provide this (such as your age, gender, information about your employment, login information, your newsletter preferences, comments you submit on the Contact Us form and any feedback that you provide to us.

## **How do we collect your personal information?**

Personal information may be collected by way of emails, phone conversations (which may be recorded for quality control purposes following applicable laws), forms filled out by individuals (including via online forms), feedback, enquires, surveys, competitions, online user-generated content, market research, video conferencing, face-to-face meetings, and interviews.

Allure Pacific Aesthetics does not collect billing information such as payment card details.

When purchasing a product or service from Allure Pacific Aesthetics e or paying a Allure Pacific Aesthetics issued invoice online or by phone:

1. A customer will have their credit card processed manually.
2. Payment card details are submitted to the accounts team for processing as single-use/one-off payments.

## **Analytics and Cookies**

Allure Pacific Aesthetics also collects statistical information about visitors to our Website using web analytics and session recording technology provided by third-party service providers such as Google Analytics. These services use Cookies to assist us in understanding how visitors access and utilise our website. We do not use this information to identify individuals. However, the statistical information may include a visitor's internet protocol (IP) address in some circumstances, which could be linked to an individual. In some cases, your internet protocol (IP) addresses may be collected directly by a third-party service provider.

## **How might Allure Pacific Aesthetics use and disclose your personal information?**

Allure Pacific Aesthetics may use and disclose your personal information for the purposes described in this Privacy Policy, or for related purposes which would reasonably be expected by you, or for purposes to which you have consented, and in other circumstances authorised by the Privacy Act or otherwise required or authorised by law.

Your personal information may also be used so we can:

- provide you with any marketing and communications in which we think you might be interested; and
- let you know about developments in our procedures, products, services, activities, and programs that might be useful to you,

by way of direct mail or telemarketing and (where you have opted in) by email, SMS, or MMS (recipients who no longer wish to receive such communications can request to be removed from the distribution list by following the unsubscribe instructions in the relevant email, SMS or MMS).

## **Disclosure of personal information to other parties**

Allure Pacific Aesthetics may disclose your personal information to third parties such as our members, professional advisers, committee members, external service providers ( i.e. providers of services including website and data hosting, cloud storage, IT support, distribution of promotional and transactional communications, standards and other publications, surveys and feedback, market research and promotional activities, training, operational, organisational and management services), and government, statutory or regulatory bodies.

## **Security and management of personal information**

Allure Pacific Aesthetics will take reasonable steps to protect the personal information we hold from misuse and loss and unauthorised access, modification, or disclosure. The ways we do this include:

- limiting physical access to our premises.
- limiting access to the information we collect about you (for instance, only our personnel who need your information to carry out our business activities are allowed access).
- Using a payment gateway for secure handling of your billing information.
- Requiring any third-party providers to have acceptable security measures to keep personal information secure; and
- putting physical, electronic, and procedural safeguards in line with industry standards.

If we no longer require your personal information and are not legally required to retain it, Allure Pacific Aesthetics will take reasonable steps to destroy or permanently de-identify the personal information.

## **Links from our website to other websites**

Our website may contain links to third party websites. We do not operate these websites and therefore are not responsible for collecting or handling personal information by the operators of these websites.

## **Accessing the information we hold about you**

Under the APPs, you may obtain a copy of the personal information that we hold about you. The APPs provide some exceptions to your rights in this regard. To request to access this information, please get in touch with us in writing at the address listed below. We will require you to verify your identity and specify what information you require. We may charge a fee to cover the cost of verifying the application and locating, retrieving, reviewing, and copying any material requested.

## **Updating your personal information**

We endeavour to ensure that the personal information we hold about you is accurate, complete, and up to date. Please contact Allure Pacific Aesthetics at the contact address set out below if you believe that the information we hold about you

requires correction or is out-of-date.

## **Updates to this Policy**

Allure Pacific Aesthetics will review this Privacy Policy from time to time to consider new laws and technology, changes to our operations and practices and the changing business environment.

## **Complaints**

If you are concerned that we have not complied with your legal rights or applicable privacy laws, you may bring a complaint internally through our complaints process, or you may decide to make a formal complaint with the Office of the Australian Information Commissioner ([www.oaic.gov.au](http://www.oaic.gov.au)) (which is the regulator responsible for privacy in Australia). We will deal with complaints as follows:

### **Step 1: let us know**

- If you want to make a complaint, you should let us know by contacting our Privacy Officer (see below for contact details).

### **Step 2: investigation of the complaint**

- Our Privacy Officer will investigate your complaint.
- APA will provide a response to your complaint in writing within a reasonable period.

### **Step 3: contact OAIC**

- We expect our procedures will deal fairly and promptly with your complaint. However, if you remain dissatisfied, you can also contact the Office of the Australian Information Commissioner as follows (Complaints must be made in writing):

Director of Compliance  
Office of the Australian Information Commissioner  
GPO Box 5218  
Sydney NSW 2001

## **Contact us**

Any complaints or correspondence about this Privacy Policy should be sent to Allure Pacific Aesthetics Pty Ltd via u6/20 spit island close Mayfield west 2304.