

About this document

This privacy policy outlines:

- The Policy of HUMMINGBIRD PROMOTIONS INC

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Hummingbird Promotions Inc. respects your right to privacy and is committed to safeguarding the privacy of its makers and website visitors. We adhere to the Australian Privacy Principles contained in the Privacy Act 1988 (Cth).

This policy sets out how and why we need to collect and retain your personal information and how we handle, protect, use, and disclose that personal information.

Collection of personal information

Hummingbird Promotions Inc. collects personal information from you in a variety of ways, including when you interact with us electronically or in person, when you access our website and when we provide our services to you. Including but not limited to, when you provide feedback, change your content or email preference, respond to surveys and/or promotions, provide financial or credit card information. We may also collect information about you that is publicly available, for example from public registers or social media, or made available by third parties. If we do, we will protect your information as set out in this Privacy Policy.

Information we collect includes:

- Your name
- Business name
- Physical address
- Mobile and telephone number(s)
- Email address
- Website and Facebook address

- Community group membership
- Public Liability Insurance and Certificate of Currency
- Registered Food Certificate
- Alcohol Licence
- Any other information reasonably necessary.

Financial information such as data related to your payment method (e.g. valid credit card number, card brand and expiration date) is collected at the time of Registration and processed securely. No card details are stored. This information is stored by our payment service provider.

Primary purposes of collection

Hummingbird Promotions Inc. needs to collect, retain and use information about you, including your personal information, to understand your products/business, so we can effectively promote you on our website, facebook and Instagram pages and correctly register you for the Capel Makers Trail event.

We also need to collect information from you to:

- Ensure security of our events and the goods and people within these events
- Establish your identity and process your event Registration
- Be able to contact you by a variety of measures including, but not limited to telephone, email or sms.
- Provide you with information about our events and services, process Registration and Payment and issue Receipt
- Provide you with information, updates, and promotional messages about Capel Makers Trail events and services
- Be able to answer questions from you about services
- Make you aware of new activities, services, and opportunities available to you
- Improve our services and better understand your needs
- Manage our risk
- Undertake appropriate searches
- Cooperate with enquiries from government and law enforcement bodies and comply with our legal obligations
- Implement our Registration agreement with you.

Disclosure

We may disclose any information we have about you including your personal information as is reasonably necessary or as is permitted by law, including but not limited to the following:

- Capel Makers Trail Event Coordinator, organizational committee members, insurers, professional advisers, agents, suppliers, or subcontractors.
- Service providers engaged by us, such as data storage, IT, software management, insurers, and financial services
- Government departments and agencies
- To comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, during a legal proceeding or in response to a law enforcement agency request, including the police
- Investigators
- To protect the copyright, trademarks, legal rights, property, or safety of Hummingbird Promotions Inc. <https://www.capelmakerstrail.com> its customers or third parties.
- To a third party when it is required for the delivery of our services.

If there is a change of control in our organisation or transfer of business assets, we reserve the right to transfer to the extent permissible at law our user databases, together with any personal information and non-personal information contained in those databases. This information may be disclosed to a potential purchaser under an agreement to maintain confidentiality. We would seek to only disclose information in good faith and where required by any of the above circumstances.

By providing us with personal information, you consent to the terms of 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 follow this Policy regarding handling your personal information.

Security

- Hummingbird Promotions Inc. is committed to ensuring that the information you provide to us is secure. 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, modification, and disclosure.
 - The transmission and exchange of information is carried out at your own risk. Hummingbird Promotions Inc. cannot guarantee the security of any information that you transmit to us or receive from us. Although we take measures to safeguard against unauthorized disclosures of information, we cannot assure you that personal information that we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.
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Accuracy of information we hold about you, your right to access and your right to correct

- You may request details of personal information that we hold about you in accordance with the provisions of the Privacy Act 1988 (Cth). A small administrative fee may be payable for the provision of information. If you would like a copy of the information, which we hold about you or believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please email us at capelmakerstrail@hotmail.com
- We reserve the right to refuse to provide you with information that we hold about you, in certain circumstances set out in the Privacy Act.

Changes to Privacy Policy

- Please be aware that we may change this Privacy Policy in the future. We may modify this Policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications on our website or notice board. Please check back from time to time to review our Privacy Policy.

Your rights – how to contact us about your privacy

- If you have any complaints about our privacy practices, please feel free to send in details of your complaints to capelmakerstrail@hotmail.com We take complaints very seriously and will respond shortly after receiving written notice of your complaint.
- If you do not believe your complaint has been satisfactorily handled or resolved, you can lodge a complaint with the Office of the Australian Information Commissioner. For more information visit: www.oaic.gov.au

Website

- When you come to our website (<https://www.capelmakerstrail.com.au>) we may collect certain information such as browser type, operating system, website visited immediately before coming to our site, etc. This information is used in an aggregated manner to analyze how people use our site, such that we can improve our service.

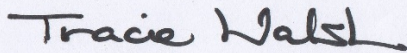
- We take reasonable care when engaging third parties to provide services to us where those service may necessitate the third party handling your information, including data storage, file destruction, enforcement of the agreement in any way and debt collection.

Third Party

- Capel Makers Trail website is hosted on the Wix.com platform. This is the only 3rd party that has access to the website and your personal information. Wix.com provides us with the online platform that allows us to provide our 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 and 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.

Approved by

Signature:



Full Name: Tracie Walsh

Date: 2nd November 2020