

Privacy Policy

Lemon Tree Marketing Pty Ltd (ABN 74 161 479 705) is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aaic.gov.au

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses, phone and facsimile numbers, credit card information or bank account information.

This Personal Information is obtained in many ways including meetings, correspondence, by telephone and facsimile, by email, via our website www.lemontreemarketing.com.au, from your website, from media and publications, from other publicly available sources, from cookies and from third parties. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

The Kind of Personal Information We Collect and Hold

The kinds of Personal Information we collect relating to you will depend on the nature of your relationship with us.

A. Client & Client's employees

If you are a customer, we will generally collect the following particulars of your personal information in order to provide services to you:

- (a) Your name and contact details;
- (b) Your credit card or bank account details;
- (c) Credit checks and company searches on Our customers.

B. Client's customers, leads and contacts Personal Information

In some cases, clients provide us with databases with Personal Information for marketing purposes. The information provided greatly varies from client to client. Lemon Tree Marketing is committed to treating your customers personal information and data secure and treat it in the same way we treat your personal information and in accordance to our Privacy Policy.

D. Online Visitors

We collect website activity statistics such as the number of visitors, pages visited, time and date of visit and where you accessed our website from, so that we can make informed decisions relating to improving our website and the services we deliver. This information is anonymous and doesn't identify a person.

When you visit our website a cookie is placed on your computer. The cookie does not contain personal information that can identify you, but may contain information about the page you visited on our website. If you do not wish for this to occur, you can remove cookies from your computer, by following the standard procedures applicable to your internet browser.

Our website may from time to time contain links to other websites. These websites may not be administered by our organisation and as such may abide by a privacy policy or standard that

differs to this document. You should consult the privacy policy outlined on each website in order to verify how that website collects, uses, discloses, stores, secures, manages and disposes of Personal

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following:

- Third parties where you consent to the use or disclosure; and
- Where required or authorised by law.

Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

Lemon Tree Marketing Pty Ltd will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

Protecting your Personal Information

We are committed to ensuring the security of your personal information. We store information in electronic form. We protect your personal information from misuse, loss, unauthorised access, modification and disclosure through restricted access and maintaining high level of cybersecurity in our systems through our Cisco Umbrella and Amp service providers.

Policy Updates

This Policy may change from time to time and is available on our website.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy please contact us at:

The Privacy Officer

hello@lemontreemarketing.com.au

0424 867 866

3/37 Connor St Burleigh Heads QLD 4220