

## WEBSITE PRIVACY POLICY

This Privacy Policy applies to all personal information collected by Bloom & Nurture (**we, us or our**) via the website located at [bloomandnurture.com.au](http://bloomandnurture.com.au) (**Website**).

### 1. What information do we collect?

The kind of Personal Information that we collect from you will depend on how you use the website. The Personal Information which we collect and hold about you may include:

name, phone number, address, payment details, email address.

### 2. Types of information

The Privacy Act 1998 (Cth) (Privacy Act) defines types of information, including Personal Information and Sensitive Information.

**Personal Information** means information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (a) whether the information or opinion is true or not; and
- (b) whether the information or opinion is recorded in a material form or not.

If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as “Personal Information” and will not be subject to this privacy policy.

**Sensitive Information** is defined in the Privacy Act as including 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:

- (a) for the primary purpose for which it was obtained;
- (b) for a secondary purpose that is directly related to the primary purpose; and
- (c) with your consent or where required or authorised by law.

### 3. How we collect your Personal Information

- (a) We may collect Personal Information from you whenever you input such information into the Website, related app or provide it to Us in any other way.

- (b) We may also collect cookies from your computer, which enable us to tell when you use the Website and also to help customise your Website experience. As a general rule, however, it is not possible to identify you personally from our use of cookies.
- (c) We use different types of cookies, including essential cookies for Website functionality, analytical cookies to improve user experience, and marketing cookies that may be set by third parties. These cookies are retained for up to [DAYS] days and can be managed through your browser settings. Third-party cookies are subject to their respective privacy policies, which we encourage you to review.
- (d) You may withdraw your consent for analytical and marketing cookies at any time through your browser settings or by contacting Us directly. Upon withdrawal, We will cease using such cookies, though essential cookies necessary for Website functionality will remain active. A current list of third-party cookie providers and links to their privacy policies is available upon request.
- (e) You have the right to withdraw your consent for non-essential cookies at any time through your browser settings or by contacting Us directly. We will provide a cookie management tool on the Website to allow you to easily control your cookie preferences, and we remain responsible for ensuring that third-party cookie providers comply with applicable privacy obligations.
- (f) We generally don't collect Sensitive Information, but when we do, we will comply with the preceding paragraph.
- (g) Where reasonable and practicable we collect your Personal Information from you only. However, sometimes we may be given information from a third party; in cases like this we will take steps to make you aware of the information that was provided by a third party.

#### **4. Purpose of collection**

- (a) We collect Personal Information to provide you with the best service experience possible on the Website and keep in touch with you about developments in our business.
- (b) We customarily only disclose Personal Information to our service providers who assist us in operating the Website. Your Personal Information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.
- (c) For Carers, we may disclose specific categories of Personal Information to third parties, including: government agencies (name and Working With Children Check reference number for validation purposes), insurance providers (booking history and incident reports), and payment processors (banking details for transaction processing). These service providers are required to comply with applicable privacy standards, and some may be located overseas, where they may not be subject to the Australian Privacy Principles.
- (d) We use third-party service providers for scheduling, communications, and payment processing. These third-party providers may have access to your Personal Information but

are required to maintain confidentiality and comply with privacy requirements. A current list of these providers is available upon request.

- (e) By using our Website, you consent to the receipt of direct marketing material. We will only use your Personal Information for this purpose if we have collected such information directly from you, and if it is material of a type which you would reasonably expect to receive from use. We do not use sensitive Personal Information in direct marketing activities. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature, such as an unsubscribe button link.
- (f) For children's personal information, we implement enhanced protections. We collect limited personal information about children solely for the purpose of providing childcare services, including safety, welfare, and service delivery. We do not use children's information for marketing, profiling, secondary purposes, or any purpose unrelated to direct service provision. Children's information is treated with heightened confidentiality and is only accessible to staff with direct care responsibilities.
- (g) We recognise that we may collect limited personal information about children for the purpose of providing childcare services. This information is used solely for safety, welfare, and service delivery purposes. We do not use children's information for marketing, profiling, secondary purposes, or disclosure to third parties except where required by law or for service delivery. Children's information is subject to enhanced security measures and is retained only as long as necessary for service provision.

## **5. Security, Access and Correction**

- (a) We store your Personal Information in a way that reasonably protects it from unauthorised access, misuse, modification or disclosure. When we no longer require your Personal Information for the purpose for which we obtained it, we will take reasonable steps to destroy and anonymise or de-identify it. Most of the Personal Information that is stored in our client files and records will be kept for a maximum of 7 years to fulfil our record-keeping obligations.

We implement industry-standard security measures, including encryption, access controls, and secure data centres to protect your Personal Information. When deletion is required, we use secure erasure methods, including digital shredding and physical destruction of storage media.

In the event of a suspected or confirmed data breach, we will conduct an investigation and notify affected individuals without unreasonable delay where the breach is likely to result in serious harm. Notifications will include details of the breach, affected data categories, and recommended protective steps. We require all service providers and subcontractors to

implement equivalent security measures, maintain incident response procedures, and notify us immediately of any suspected breaches.

(b) The Australian Privacy Principles:

- (i) permit you to obtain access to the Personal Information we hold about you in certain circumstances (Australian Privacy Principle 12); and
- (ii) allow you to correct inaccurate Personal Information subject to certain exceptions (Australian Privacy Principle 13).

(c) If you would like to obtain such access, please contact us in writing at the contact details set out at the bottom of this privacy policy.

## **6. Complaint procedure**

If you have a complaint concerning the manner in which we maintain the privacy of your Personal Information, please contact us at the contact details set out at the bottom of this policy. All complaints will be considered, and we may seek further information from you to clarify your concerns. If we agree that your complaint is well-founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner.

## **7. Overseas transfer**

Your Personal Information will not be disclosed to recipients outside Australia unless you expressly request us to do so. If you request us to transfer your Personal Information to an overseas recipient, the overseas recipient will not be required to comply with the Australian Privacy Principles, and we will not be liable for any mishandling of your information in such circumstances.

## **8. How to contact us about privacy**

If you have any queries, or if you seek access to your Personal Information, or if you have a complaint about our privacy practices, you can contact us through:

[info@bloomandnurture.com.au](mailto:info@bloomandnurture.com.au).

## **9. Policy Review and Compliance**

We review this privacy policy annually and update it to reflect changes in our practices and legal requirements. We notify users of material changes to this policy. Our staff receive regular training on privacy obligations and data handling procedures. We maintain records of privacy training and compliance audits.

## **10. Legal disclosure and compliance**

We may disclose your Personal Information without your consent where required or authorised by law, including to comply with a court order, subpoena, warrant, law enforcement request, or other legal obligation. Where legally permissible, we will notify you of such disclosures and take reasonable steps to ensure any requests are lawful and proportionate.