

Privacy Policy

Luxe Therapy 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 APPs 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.oaic.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.

This Personal Information is obtained in many ways including [interviews, correspondence, by telephone and facsimile, by email, via our website www.luxetherapy.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.

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.

Luxe Therapy 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.

Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

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:

Level 3 310 king Street, Melbourne VIC 3000

info@luxetherapy.com.au

03 9804 7772

Cookie Policy

Luxe Therapy ("us", "we", or "our") uses cookies, tracking pixels and related technologies on **www.luxetherapy.com.au** (the "Service"). By using the Service, you consent to the use of these cookies, tracking pixels and related technologies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

What are cookies

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

Cookies can be "persistent" or "session" cookies.

How Luxe Therapy uses cookies

When you use and access the Service, we may place a number of cookies files in your web browser.

We may use cookies, pixels and related technologies for the following purposes:

- to enable certain functions of the Service
- to provide analytics and track how you use the site including gathering data via the use of Google Analytics. This includes the gathering of data for Google Analytics Demographics and Interest Reporting.
- to store your preferences
- to enable advertisements delivery including on Google, Facebook, Instagram and any of their partnering networks (including the Google Display Network). This includes ads using Google remarketing, search, display or video ads & Facebook/Instagram ads & re-targeting, as well as any behavioral/interest-based advertising. It also includes the use of Google Analytics data, including the Google Analytics Demographics and Interest reporting, for the purposes of displaying ads.

We may use both session and persistent cookies on the Service and we use different types of cookies to run the Service.

We may use essential cookies to authenticate users and prevent fraudulent use of user accounts.

For more information on how Google Analytics collects and processes data please view: <https://policies.google.com/technologies/partner-sites>

Third-party cookies

In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on.

Third party vendors, including Google and Facebook, may use these third party cookies, web beacons and other storage technologies to collect or receive information from the Service (and elsewhere on the Internet) and use that data to provide measurement services and to serve ads, including ads based on past visits to the Service.

What are your choices regarding cookies

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

- a) AllAboutCookies: <http://www.allaboutcookies.org/>
- b) Network Advertising Initiative: <https://optout.networkadvertising.org/>
- c) <https://optout.aboutads.info/>
- d) You can opt out of Google's use of cookies by visiting Google's Ads Settings page: <https://adssettings.google.com>.
- e) You can also use a Google Analytics Opt-out Browser Add-on to prevent data from being used by Google Analytics: <https://tools.google.com/dlpage/gaoptout/>
- f) You can also control the use of device identifiers by using your device settings: <https://support.google.com/ads/answer/1660762#mob>