

## Privacy Policy

Studio THRYV is dedicated to delivering high-quality services to you. This policy outlines our ongoing commitment to you concerning the management of your Personal Information.

We adhere to the Australian Privacy Principles (APPs) outlined in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern how we collect, use, disclose, store, secure, and dispose of your Personal Information.

You can access a copy of the Australian Privacy Principles on the website of The Office of the Australian Information Commissioner at [www.asic.gov.au](http://www.asic.gov.au).

### **What is Personal Information, and why do we collect it?**

Personal Information refers to data or opinions that identify an individual. Examples of Personal Information we gather include names, addresses, email addresses, and phone numbers.

We collect this Personal Information through various means, including correspondence, phone calls, emails, our website [www.studiothryv.com](http://www.studiothryv.com), your website, media and publications, publicly available sources, cookies, and third parties. We cannot guarantee the policies or links of authorised third parties.

We collect your Personal Information primarily to provide our services to you, offer information to our clients, and for marketing purposes. We may also use your Personal Information for related secondary purposes, which you would reasonably expect. You can unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

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

### **Sensitive Information**

Sensitive information, as defined by the Privacy Act, encompasses details or opinions related to an individual's racial or ethnic origin, political beliefs, membership in a political association, religious or philosophical beliefs, membership in a trade union or professional body, criminal record, or health information.

We will use sensitive information only for:

1. The primary purpose for which it was obtained.
2. A directly related secondary purpose.
3. With your consent.
4. When required or authorised by law.

### **Third Parties**

Whenever reasonable and practical, we will collect your Personal Information directly from you. However, in certain circumstances, we may receive information from third parties. In

such cases, we will take reasonable steps to ensure you are informed about the information provided to us by the third party.

## **Disclosure of Personal Information**

We may disclose your Personal Information in the following situations:

1. To third parties with your consent.
2. When required or authorised by law.

## **Security of Personal Information**

We store your Personal Information securely to prevent misuse, loss, unauthorised access, modification, or disclosure.

When your Personal Information is no longer needed for its original purpose, we will take reasonable steps to either destroy it or permanently de-identify it. However, most Personal Information is stored in client files, which we retain for a minimum of 1 year.

## **Access to your Personal Information**

You have the right to access, update, and correct your Personal Information, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

Studio THRYV will not charge a fee for your access request, but we may charge an administrative fee for providing a copy of your Personal Information.

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

## **Maintaining the Quality of your Personal Information**

We aim to keep your Personal Information accurate, complete, and up-to-date. If you find any inaccuracies or if your information is not up-to-date, please inform us as soon as possible so we can update our records and continue providing you with quality services.

## **Policy Updates**

This Privacy Policy may change periodically and is available on our website.

## **Privacy Policy Complaints and Enquiries**

For any inquiries or complaints about our Privacy Policy, please contact us at:

Email: [info@studiothryv.com](mailto:info@studiothryv.com)