



# Privacy Policy

We are **The Case Study Lab** (V.C Blakston & M Veljkovic ABN 48 584 758 367 553) (**The Case Study Lab, we, or us**), and this document is our **Privacy Policy**.

*We think it is important to show you what info we collect, what we do with your personal info, as well as how we handle personal info.*

## About this Privacy Policy

### 1. When does this Privacy Policy apply?

You accept this Privacy Policy by:

- accessing our **Sites** (including our website [thecasestudy.com.au](https://thecasestudy.com.au) and presence on third-party apps),
- sending us information (such as an email or enquiry form), or
- buying products and services from us.

Once accepted, the terms in this Privacy Policy apply to your personal information that we hold or collect in future.

*For questions or notices, please contact: [info@thecasestudy.com.au](mailto:info@thecasestudy.com.au) | Policy last updated: Jan 2025*

## Collecting & using your information

### 2. What kind of information do we collect?

When we collect personal information, we do so in line with this Privacy Policy.

**Personal information** is information that can identify you. Examples include your name, email address, birthday, device information and IP address or images of you.

- You don't have to give us your personal information, but if you don't, we might not be able to provide you our various products and services or you might not be able to access certain Site features.

**Examples** We can't contact you if we don't have your contact details. We can't send digital resources if we don't know your email address.

Depending on how we interact with you, we might collect some or all the following information:

- **Contact:** Name, age, email address, date of birth, address, phone number, drivers' licence, ID card
- **Social:** Gender, social media platform details, associated accounts like Google and info you give us through them; images of you; your preferences and opinions
- **Device:** Device type, IP address, browser type, operating system, location, device, and network information
- **Actions:** How you interact with our Site, browser session & geo-location data, search queries & browsing behaviour & search history, details of enquiries you make about our products or services
- **Financial:** Purchase history, payment method (through our third-party payment processor), products purchased, bank account details
- **Content:** Contents of communications, stored documents & media, any sensitive information
- **Location:** Delivery address, electronic signature geo-tag location, publicly available check in location data on social media

### Sensitive Information

**Sensitive information** means information relating to **health information** or biometric information, racial or ethnic origin, political opinions, religion, trade union or other professional associations or memberships, philosophical beliefs, sexual orientation or practices, or criminal records.

Sensitive information receives a higher level of protection under the Australian Privacy Principles. We do not intentionally collect sensitive information

### 3. Use: Why we collect, hold, use, and share

Depending on how we interact with you, we might collect, hold, use, and disclose your information for varied reasons, including:

- To communicate with you, to market products and services to you, to tell you important service updates,
- To verify identity or address and delivery information,
- To provide Site functionality,
- To take payment and to give refunds,
- For internal record keeping, invoicing, and billing,
- For analytics, market research and business development, including to operate and improve our Site
- For marketing, to send you promotional info about us and our products and services and information about third parties we think you might be interested in,
- To comply with our legal obligations or to resolve disputes,
- To consider your application to join our team.

### Getting and giving information from third parties

If we get personal information about you from a third party, we manage and protect it as set out in this policy.

**For example**, if a student pays for Products using a parent or guardian credit card, then we may receive personal information relating to the parent or guardian's purchase details.

If you are a third party giving personal information to us about somebody else, you warrant to us you have that person's consent to give us their personal information.

**For example**, if a parent enters information about their child who is a student, then the parent gives consent on behalf of their student.

### Managing children's information

Many of the Services we provide to our Customers may involve managing some information from students which may include children's information.

*In Australia, children have the same privacy rights as adults.*

- Parents and guardians are responsible for their child's information. Please contact us if you have any concerns or questions about your child's information.

### 4. Your rights

*We want all visitors and customers to feel in control of their own personal information.*

- You can ask us for access to your data and ask what Personal Information we hold about you.
- You can ask us to correct your data if you think it's not right.
- You can opt out of marketing communications at any time by clicking on the link in our communications to unsubscribe.

## 5. Deleting your information

*There may be legal requirements that mean your data cannot be deleted.*

You can ask that we delete the personal information we hold about you at any time.

- To the extent we're permitted by law:
  - We will take reasonable steps to delete your personal information from our current records.
  - If you ask us to delete your personal information, we will let you know how that deletion affects your use of our Site and Products.
  - If there are exceptions which mean we are not able to delete your data as requested, we will set out the details for you in response to your request.
- If your agreement with us ends, we delete the personal information we hold within the timeframe set out in our agreement with you, generally within 7 years for our own record keeping.

## Storing information

### 6. Store

#### How do we store & secure this info?

To help prevent unauthorised access or disclosure, we have general physical, electronic & management processes to securely store personal info & protect it from misuse, loss, unauthorised access, modification & disclosure.

- Whilst we take measures to safeguard against unauthorised disclosures, we can't assure you the personal info we collect won't be disclosed in a way that is inconsistent with this Privacy Policy.
- We do not guarantee the security of any info transmitted to or by us over the Internet.

## Sharing information

### 7. Who do we share your personal info with?

Depending on how we interact with you, we might share your information with different organisations, including:

- Our employees, and related entities,
- Our third party service providers and suppliers such as IT, data storage and data collection and processing (such as Google Analytics or other relevant businesses), web-hosting and server, delivery, design, marketing, and maintenance providers as well as advisors and payment systems operators,

*This may include parties located, or that store data, outside of Australia*

- Existing or potential agents or business partners, sponsors, or promoters of our competitions,
- Anyone we transfer our business or assets to,
- Credit reporting agencies, courts, or authorities if you do not pay for our goods or services,
- Authorised law enforcement agencies who follow the legally required processes, or in connection with any actual or prospective legal proceedings, or to establish, exercise or defend our legal rights.

#### Disclosure outside Australia

- Some suppliers we use to deliver our Platform and services are located outside Australia.
- We may disclose your personal information outside Australia.
- Overseas third parties might not be governed by the Privacy Act and might not comply with the Australian Privacy

Principles. So if those parties breach the Privacy Principles, you aren't protected by the Privacy Act.

- By giving us your personal info, you consent to us disclosing it outside Australia and acknowledge we aren't required to ensure overseas recipients manage your personal information in line with Australian Privacy Law.

#### Transfers to offshore locations

Offshore locations may include:

Store, process, transfer info	Our office	Site hosting	Employees	Suppliers / contractors
AU and USA	AU	AU and USA	AU	AU

## Other details

### 8. 🍪 Cookies: Do we use cookies?

Yes, we may use cookies on our Site from time to time.

***Cookies** are small text files placed in your computer's browser to store your preferences.*

On their own, cookies do not tell us personal info however, they let others like [Google](#) and [Facebook](#), push our adverts to appear on your social media and online media as part of our marketing.

- If you give us personal info, we may link this to the data stored in the cookie.

### 9. 🕸 Web beacons: Do we use web beacons?

Yes, we may use web beacons on our Site from time to time.

***Web beacons** are small pieces of code placed in a web page or email to monitor behaviour of site visitors and email recipients.*

- We may also use Google Analytics to collect and process data. For more details on how Google uses data when you use third party websites or apps, please search [Google's site](#).

### 10. Links to other websites

Our Sites have links to other websites & applications that we don't control. We cannot and do not protect personal info you share with those other websites. Check those other websites for details of their privacy policies.

### 11. Changes

We change this Policy if we change the way we manage personal info or if privacy laws change. When we do, we put the updated policy on our Site and, if possible, we also notify you via email.

### 12. Complaints and questions

Let us know if you have questions about how we use your personal info or the way we try to explain how we manage your info.

- You're responsible for the information you give us.
- If the info we hold about you is incomplete, irrelevant, or otherwise incorrect, please let us know so we can fix it.
- We know we won't always get things perfect, so we appreciate your feedback to improve.

*For more info on Australian privacy law, visit [oaic.gov.au](#) or contact OAIC via [enquiries@oaic.gov.au](#).*