

MELBOURNE ROCK MUSIC EXPLORER – PRIVACY POLICY

1. **About Us.**

MELBOURNE ROCK MUSIC EXPLORER, and its website located at www.melbournorockmusicexplorer.com (“website” or “site”) is an online booking service offering sightseeing tours, entertainment and information about music related attractions, activities and events around Melbourne inner city. Melbourne Rock Music Explorer believes that user privacy is of great importance. We understand that when users provide us with personal information, they are placing trust in our ability to process personal data in a fair and transparent manner and consistent with Australia Privacy Act 1988, Australian Privacy Principles and other data protection laws and practices. We have therefore created this privacy policy to outline our information processing practices and the rights that you have with respect to your personal information. By using our website, you are considered to have read this Policy and agree to be subject to it. If you do not agree with this Policy, please do not use the site.

2. **Information We Collect:** To provide our sightseeing tours and entertainment services, we may occasionally need to collect certain personal information from or about you. Personal information refers to such information which alone or in combination with other information can be used to identify a natural person. Melbourne Rock Music Explorer collects the following types of information.

Personal Information: When you contact us or book our services online, we will collect your full name, email address, phone number and physical address (post office box, street name, city, province, and/or state).

Payment information: Melbourne Rock Music Explorer does not directly collect or store payment information. However, we use Trybooking service to make bookings and process payments. Trybooking is a third party payment processing service which may collect payment information needed to confirm your booking or verify your identity.

Website usage information: Our website uses cookies and other website tracking and analytic technologies which may track, register and analyse information about how users interact with our website and online services. These include cookies, Google Analytics, Google AdWords, and Facebook pixels. These technologies may collect information about your use of the site including for example the address of the internet service you are using to access the site (IP address), the type and operating system of the device used to view the site, the type of browser used to load the site, pages viewed on the site and the ad or website/link that referred you to our website. This information is technical in nature and does not generally identify as a specific individual.

3. **How We Use Information:** Melbourne Rock Music Explorer respects personal integrity and privacy of its customers and website visitors and will not divulge personal information without permission except if we are compelled or permitted to do so by law. We use your information in accordance with the law for the following purposes:
 - a. **Provide access to services:** We collect and use your personal information so as to fulfil any contract between you and us or to provide services requested by you and ensure that your bookings are processed and confirmed accordingly and notified you via your preferred communication channel.
 - b. **Communication:** We use your email address and phone number to respond to your questions and inquiries and send information about booking confirmation and other events and activities included in your itinerary.
 - c. **Safety and Security:** We may also use personal information and information about website usage in our legitimate interest to protect the integrity of our platform and prevent fraud or abuse.
 - d. **Legal compliance:** Where necessary, we may process personal information to comply with legal requirements to which we are subject to. For example, we may be required to retain certain personal information for sales tax or accounting purposes.
 - e. **Marketing:** As part of our legitimate interest to expand our music and sightseeing services, we may use your email address to send emails about latest rock music events or sightseeing tour packages. We may do this if you are an existing customer who has previously purchased services from us or if you have expressly opted in to receive marketing offers and information from us. If you provided consent for use of personal information for marketing purposes, you are free to withdraw your consent at any time.
4. **Sharing and Disclosure:** Melbourne Rock Music Explorer does not sell or rent personal information of its customers. In exceptional situations however we may share or disclose some personal information if you consent to sharing or transfer of information to third parties or where we have a valid legal reason to do so. For example, we disclose information where (i) we are compelled to do in accordance with a court order or lawful request of law enforcement agency, (ii) Melbourne Rock Music Explore is bought or acquired by another company, and (iii) where disclosure is necessary to our service providers who provide services to you on our behalf.
5. **Retention of Personal Information:** Melbourne Rock Music Explorer will only keep personal information for as long as necessary to provide services requested by you or performance of contract between you and us and in other cases for as long as is

required by applicable data retention laws. All personal information which is no longer needed in relation to the purpose for which it was gathered will be erased.

6. **Protecting Personal Information.** To protect the integrity of personal data, we have configured our website to use standard encryption which protects information entered on the site from illegal access, modification or disclosure. We also use commercial antivirus software to the site and our information database regularly.
7. **Links to Other Websites:** our website may contain links to third party websites. The websites linked from our site are not owned or managed by us and we do not accept liability arising in connection with your use of those website.
8. **Your Rights:** In accordance with Australian privacy law, you generally have the right to correct and update your information if you think it is erroneous or incomplete. If you are a resident of the European Economic Area (EEA), you have the following rights under the EU General Data Protection Regulation: right to access and rectify your information, right to restrict and object to certain types of processing of personal data, right to data portability, right to erasure of personal data as well as the right to withdraw your consent.
9. **Children's privacy protection:** We do not offer or direct our services to persons under the age of 13 and we do not actively collect information from them. If you are under the age of 13, you must not use our website or services without the consent of your parent or guardian.
10. **Changes to our Privacy Policy:** We may review and change this policy any part of this policy at any time without prior notice.
11. **Contact us:** For information and inquiries about this policy or how to exercise your rights, please contact us at info@melbournrockmusicexplorer.com.au or reach our helpdesk at 0424 099 424