

PRIVACY POLICY

BBR Agency Pty Ltd (ABN 93 121 083 805), including its associated entities **BBR Group Events PR Digital (ABN 93 121 083 805)** and **BBR Group Australia (ABN 93 121 083 805)**, collectively referred to as "**BBR Group**," is committed to protecting your privacy and ensuring compliance with applicable privacy laws and regulations.

This Privacy Policy explains our policy for dealing with personal information that we collect through the following channels (here and after, the Collection Channels):

- our online properties (here and after, each a "Website"), including:
 - our websites, including, but not limited to:
 - www.bbr-agency.com
 - www.movinbed.com
 - www.ghostfestival.com.au
 - www.bastillefestival.com.au
 - www.racletteiglooexperience.com.au
 - www.christmasinjuly.com.au
 - www.lejollymarket.com.au; and
 - any related BBR Agency website, social media page, internal website, intranet and any **BBR Agency** mobile or tablet applications.

BBR Agency completely respects your privacy and rights to own and control your personal data and decide how it is used. **BBR Agency** will be clear about the data we collect and why it is collected. Your data is protected and will not be sold or traded with any third party without your consent.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs 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 <https://www.oaic.gov.au/>.

OUR PRIVACY STATEMENT

BBR Agency completely respects your privacy and rights to own and control your personal data and decide how it is used. **BBR Agency** will be clear about the data we collect and why it is collected. Your data is protected and will not be sold or traded with any third party without your consent.

The Privacy Act 1988 (Cth) (Privacy Act), and the Australian Privacy Principles (APPs) govern the way in which we must manage your personal information. We are committed to complying with the Privacy Act and the APPs, and to ensuring that your privacy is protected.

This Privacy Statement (the 'Statement') explains the types of information we collect from you and how we will use it. The Statement covers the choices you can make about the data we collect about you and the control you are entitled to have on its usage. This Statement applies to all **BBR Agency** companies, trading entities, websites and our data collection and privacy practices. **BBR Agency** does not and will never sell or share any personally identifiable information. We only use your data as authorised in this Statement.

Please read this Statement carefully to understand when you may provide personal information to us and how **BBR Agency** uses and protects personal information provided. By using this website, you agree to the use of your personal information as described in this Statement. The terms 'we', 'us', or '**BBR Agency**' are each intended as reference to **BBR AGENCY PTY LTD** companies, trading entities or websites.

What is Personal Information?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect includes names, addresses, email addresses, phone and mobile numbers.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone and text message, by email, via our website www.bbr-agency.com, 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.

How we use Personal Information:

The types of personal information we may collect about you include:

- contact information such as your full name, date of birth, age, telephone number, mobile telephone number, current and valid email address, residential address and postcode;
- more detailed contact preferences;
- information regarding your personal and professional interests and your networks;
- information about your employment history and future plans, and documents relating to your employment;
- information about your education and qualifications;
- complaint details;
- information you provide to us through customer surveys;
- details of products and services we have provided to you and/or that you have enquired about, and our response to you;
- your browser session and geo-location data, device and network information, statistics on page views and sessions, acquisition sources, search queries and/or browsing behaviour;
- information about your access and use of our Site, including through the use of Internet cookies, your communications with our Site, the type of browser you are using, the type of operating system you are using and the domain name of your Internet service provider;
- additional personal information that you provide to us, directly or indirectly, through your use of our Site, associated applications, associated social media platforms and/or accounts from which you permit us to collect information;
- any other personal information requested by us and/or provided by you or a third party;
- information about your experience with our products or services or third-party products or services listed on a website. This information is requested in order to tailor our subsequent communications to you and continuously improve our products and services;
- your credit card details (where you purchase any products or services from us);
- the contact details of third parties. If you are asked to provide details about other people, please ensure that these individuals are happy for their details to be given to **BBR Agency** and used for the purposes set out in this policy (which may include using their details for marketing purposes);
- any other personal information which you directly provide to **BBR Agency**. Where you provide us with such unsolicited personal information, we will retain this information where it falls within our primary purposes for collection of personal information (as stated in this Privacy Policy); and
- any other personal information requested or required by a Collection Channel.

Under certain circumstances, **BBR Agency** may need to collect sensitive information about you. This might include any information or opinion about your racial or ethnic origin, political opinions, political association, religious or philosophical beliefs, membership of a trade union or other professional body, sexual preferences, criminal record, or health information.

If we collect your sensitive information, we will do so only with your consent, if it is necessary to prevent a serious and imminent threat to life or health, or as otherwise required or authorised by law, and we take appropriate measures to protect the security of this information.

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously or by using a pseudonym. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to provide you with our services or otherwise interact with you.

How do we collect your personal information?

We collect your personal information directly from you when you:

- have previously provided us with personal information prior to this Privacy Policy coming into effect, either directly from you personally or via a third party;
- sign-up and/or register to become a member of any Collection Channel or provide your details to us via any Collection Channel;
- purchase a product or make a booking via a Collection Channel;
- subscribe to any newsletters, updates, alerts or news and media releases, or request launch or event information or information about our products or services or other information services as well as third party products or services;
- complete and submit any forms or surveys to us, either physically or electronically;
- conspicuously publish or provide on request your personal information to **BBR Agency**;

- contact us directly in person or via any medium including mail, telephone, social media and commercial electronic messages (SMS (Short Message Service), MMS (Multimedia Message Service), IM (Instant Messaging) and email) including via the contact details listed on a website;
- participate in any competitions, offers, promotions or marketing activities;
- interact with a website for a specific purpose; or
- interact with or browse a website generally.

Children:

Personal information will not be collected by any person who is known by **BBR Agency** to be under the age of fifteen (15) without the consent of a parent or legal guardian. Persons under age fifteen (15) may only use our websites with the involvement and consent of a parent or legal guardian.

Collecting personal information from third parties:

We may also collect your personal information from third parties or through publicly available sources, for example, we may request an identity verification check from an external party. This external party may provide personal information to us about your identity.

a criminal history check from an external party. This external party may provide personal information about your criminal history and scheduled court appearances.

If the **BBR Agency** receives personal information about you from a third party, and this information is relevant to our work, we will take reasonable steps in the circumstances to notify you of certain matters concerning that collection. However please note that in some circumstances, it may not be reasonable for us to notify you.

How do we use your personal information?

We use personal information for many purposes in connection with our functions and activities, including the following purposes:

- For the purposes for which it was collected (as advised in this Privacy Policy);
- For the purposes stated in a privacy collection statement on a particular Collection Channel;
- To maintain the functionality of a website, including the provision of information to you relating to the content available on the Website and e-commerce transactions conducted via the Website;
- To fulfil obligations in respect of any upload terms of use, sale and purchase contract and/or any other contract between you and **BBR Agency**;
- To send you any technical, administrative or legal notices important to our websites and services generally.
- To provide you with information about your transactions (including uploading, access to, and receipt of content on a Website, and purchase transactions undertaken on a Website), content, services and products, to provide direct marketing materials, events, special offers, competitions and promotions in person and via any medium including mail, telephone and commercial electronic messages (SMS (Short Message Service), MMS (Multimedia Messaging Service), IM (Instant Messaging), email) or any other form of electronic, emerging, digital or conventional communications channel;
- To maintain our relationship with you;
- To render services related to **BBR Agency** (including guidance enquiries);
- To provide you with training, including online training;
- To undertake recruitment for **BBR Agency**;
- To provide you with newsletters via mail and electronic newsletters (e-newsletters) via commercial electronic messages;
- To respond to client and customer enquiries;
- To improve Website and systems and programs administration;
- To obtain opinions or comments about products and/or services and to conduct other research and development;
- To record statistical data for marketing analysis and to conduct market research;
- To share personal information with **BBR Agency** registered events, our promotional partners and other trusted third parties in the manner described below;
- To collect, hold, use and disclose personal information as stated above, for the purpose of providing professional services to our clients and customers.

Disclosure of personal information to third parties:

We may disclose your personal information to third parties in accordance with this Policy in circumstances where you would reasonably expect us to disclose your information. For example, we may disclose your personal information to:

- our third-party service providers (for example, our IT providers);
- our marketing providers;
- our freelance contractors;
- our clients;
- our partners;
- our financial services and accountant; and
- our professional services advisors.

How do we protect your personal information?

BBR Agency will take reasonable steps to ensure that the personal information that we hold about you is kept confidential and secure, including by:

- having a robust physical security of our premises and databases / records;
- taking measures to restrict access to only personnel who need that personal information to effectively provide services to you;
- having technological measures in place (for example, anti-virus software, fire walls); and
- Conducts yearly reviews on our privacy management by following the Office of the Australian Information Commissioner's (OAIC) Privacy management framework (Framework) which outlines steps to ensure we meet our ongoing compliance obligations under Australian Privacy Principle (APP) 1.2.

ONLINE ACTIVITY

COOKIES AND OTHER SIMILAR DIGITAL TECHNOLOGIES:

We use a variety of methods to personalise our website for you and other users, note preferences, understand how users are using our websites, and help customise our marketing offerings including cookies, tracking pixels, referrers' IP addresses and how you interact with our website. By visiting and using our website, you agree to the use of cookies and similar technologies for the purposes described in this Statement.

Data points we may collect: name, email address, IP address, your interactions with our website and information provided by third parties and browser cookies. We use this information to share news and Services offered by **BBR Agency** or respond to your direct request via the website. Additionally, an IP address helps us to understand geographic information about our website visitors better so that we can improve our website and customer experience for all users.

A cookie is a text file that contains a unique identification number, which can be used to identify a browser. This cookie allows the server to recognise a user's browser when they return to a website. It will not be used to track how the user utilises the website. Since cookies are only text files, they cannot "run" on a computer and have no ability to search a computer for information or to transmit information to anyone. We do not collect any personally identifiable data from cookie-derived data without your permission.

HOW TO CONTROL COOKIE SETTINGS:

Major browsers allow you to control cookies through their settings or preferences options. Do note that if you limit the ability of websites to place and use cookies, you may impact your overall user experience. Below in 'Advertising and Modern Marketing Tools' you can learn about how to control cookie settings on popular web browsers such as [Google Chrome](#), [Internet Explorer](#), [Microsoft Edge](#), [Safari](#) and [Firefox](#).

You can set up notifications directly from your browser when you receive a cookie, which then gives you the capability to accept it or not.

ADVERTISING AND MODERN MARKETING TOOLS :

We use several modern marketing tools and technologies to support and enhance our advertising efforts.

BBR Agency may work with third party platform vendors, suppliers or publishers that use cookies and similar technologies to provide more relevant advertising about our Services on our website and across the internet. Your personally identifiable information is never shared as part of this process.

You can opt out of these personalised ads from third party advertisers and ad networks who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's (DAA) Self-Regulatory Principles for Online Behavioural Advertising by visiting the opt-out pages on the NAI website and DAA website. Opting out may make the ads you see across the internet less relevant to you. See these links for further information:

<http://optout.networkadvertising.org/?c=1>
<https://digitaladvertisingalliance.org/>

If you have opted out of receiving communications from us, we will not use your email or other personally identifiable information for direct marketing and targeted advertising to you, although you may still be subject to certain interest-based advertising depending upon your browser and device settings.

COMMUNICATION, DIRECT MARKETING AND TARGETED ADVERTISING:

We use the data we collect to deliver and personalise our communications with you. Forms of communication may be by telephone, email, direct mail, via social channels or other means of electronic communication to inform you about **BBR Agency** or our Services, new Services, to keep you abreast of industry issues/developments/opportunities, invite you to take part in a survey, or invite you to an event. We also use cookies and similar technologies to provide the most relevant information to you.

YOUR COMMUNICATION, MARKETING AND ADVERTISING PREFERENCES:

You have the ability and right to opt out of **BBR Agency's** direct communications.

To opt out of receiving emails, follow "Unsubscribe" options that will be available to you from system-generated emails or by replying with "UNSUBSCRIBE" in the subject line to any direct emails received.

COLLECTING THROUGH BBR AGENCY WEBSITE:

BBR Agency's public website, www.bbr-agency.com is hosted in Australia. There are a number of ways in which **BBR Agency** collects information through its website, including via numerous online tools:

- Google Analytics, website analytics tool;
- Google reCAPTCHA, an anti-spam tool;
- Constant Contact, a mailing list tool; and
- Square, payment gateway.

GOOGLE ANALYTICS :

BBR Agency uses Google Analytics as a website analytics tool to collect data about how you interact with **BBR Agency** website, including:

- device IP address (collected and stored in an anonymised format);
- search terms and pages visited on **BBR Agency** website;
- date and time when pages were accessed;
- downloads, time spent on page and bounce rate;
- referring domain and out link if applicable;
- device type, operating system and browser information;
- device screen size; and
- geographic location (city).

This information will not ordinarily be personal information, because you will not be identified, or reasonably identifiable from it.

View [Google Analytics privacy policy](#).

GOOGLE RECAPTCHA :

BBR Agency uses Google reCAPTCHA (version 2) as a means to eliminate spam attacks and to be able to distinguish users from bots. The tool may collect data about how you interact with the website's smart forms, including:

- mouse movements;
- device IP address;
- date and time when pages were accessed;
- device type, operating system and browser information;
- device screen size; and
- geographic location (city).

This information will be stored on Google's servers outside of Australia. Content that you enter in **BBR Agency's** web forms will not be collected through the use of this tool.

View Google's [Cloud Data Processing Addendum](#) and [Google's privacy policy](#).

CONSTANT CONTACT:

BBR Agency uses Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.

SQUARE PAYMENT GATEWAY

BBR Agency utilises Square as our payment gateway for processing online and in-person transactions. When you engage with Square services—such as requesting an invoice from **BBR Agency**, scheduling appointments, or making payments—Square may collect the following information:

- Identification Information: This includes your name, email address, mailing address, phone number, and signature (e.g., when signing a receipt at a **BBR Agency** Seller Gateway);

- Financial Information: Square may collect your bank account details and payment card numbers;
- Transaction Information: When you use Square services, they collect details about the transactions, including:
- Date and location of the transaction;
- Names of the involved parties;
- Description of the transaction;
- Payment or transfer amounts;
- Billing and shipping information;
- Devices and payment methods used; and
- Additional Information: This encompasses any other information you voluntarily provide, such as responses to surveys, participation in contests or promotions, suggestions for improvements, and interactions with chatbots on our services.

For further details regarding how your information is handled and protected, please refer to [Square's privacy policy](#).

EMBEDDED YOUTUBE VIDEOS:

BBR Agency uses YouTube to host videos which are embedded on its website. Such embedded videos ordinarily use YouTube's Privacy Enhanced Mode, which prevents the use of views of embedded video content from influencing your browsing experience in general, or from personalising your YouTube browsing experience specifically.

Additionally, if ads are served on a video, those ads will be non-personalised, and the view of that video will not be used to personalise advertising shown to you outside of the site.

When you play an embedded video from **BBR Agency's** website, the video and associated assets will load from the domain www.youtube-nocookie.com, and other domains associated with the YouTube player.

YouTube collects information about user activity including videos watched and interactions with content and ads. This information is not made available to **BBR Agency** and is instead handled in accordance with the YouTube privacy policy.

LINKS TO OTHER WEBSITES:

BBR Agency websites may contain links to websites related to the content available on **BBR Agency's** website that is deemed relevant to the user. It is worth noting that once you have clicked on these links (either via text or image hyperlink) to leave a **BBR Agency** website or search separately for access, that we do not have any control over that destination, its collection methods, data usage, privacy standards or security. For this reason, **BBR Agency** is not liable for the protection and use of personal information on websites not wholly or partly owned by **BBR Agency**. We advise that you use caution and be familiar with the privacy statement applicable to all websites you visit and/or engage with, via the **BBR Agency** website or otherwise, to understand how they collect and use personally identifiable information.

MAILING LISTS:

BBR Agency uses Constant Contact to manage its mailing lists and event registrations. View [Constant Contact's privacy policy](#).

BBR Agency collects personal information, such as contact details, that you provide to it when signing up to **BBR Agency's** mailing lists, registering events or when submitting feedback on your experience with **BBR Agency** website.

Information about you is also collected by **BBR Agency** when you open, click on links or download any image in an email sent to you via an **BBR Agency** mailing list. The information collected includes:

- whether you opened an email sent to you via an **BBR Agency** mailing list;
- which links you click in those emails;
- your mail client (e.g. 'Outlook 2016' or 'iPhone');
- if interactions with those emails occurred on a mobile or desktop environment; and
- the country geolocation of your IP address (the IP address itself is not stored).

DIRECT MARKETING:

We may send you direct marketing communications and information about our services, opportunities, or events that we consider may be of interest to you if you have requested or consented to receive such communications. These communications may be sent in various forms, including mail, SMS, fax and email, in accordance with applicable marketing laws, such as the Australian Spam Act 2003 (Cth). You consent to us sending you those direct marketing communications by any of those methods. If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

You may opt-out of receiving marketing communications from us at any time by following the instructions to "unsubscribe" set out in the relevant communication and/or contacting us using the details set out in the "How to contact us" section below.

In addition, we may also use your personal information or disclose your personal information to third parties for the purposes of advertising, including online behavioural advertising, website personalisation, and to provide targeted or retargeted advertising content to you including through third party websites.

SOCIAL NETWORKING SERVICES:

BBR Agency uses TikTok, Facebook, Instagram, YouTube and LinkedIn to communicate with the public about its work.

When you communicate with **BBR Agency** using these services, **BBR Agency** collects the personal information you provide to it by engaging in that communication.

[TikTok](#), [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#) each have their own privacy policies.

RECRUITMENT:

You may wish to share your information with **BBR Agency** regarding current or future employment opportunities. As part of the recruitment process, we may ask for your permission to hold your personal information. We will retain the information for as long as is reasonable, or for the duration of your application. You have the right to request deletion of your information following the application process. You can do this by contacting us at contact@bbr-agency.com

By submitting your details, you give permission for us to circulate your details for recruitment purposes across **BBR Agency** and contracted recruitment agencies as necessary.

We will not send direct marketing communications to you using your information received from job applications, following a job application with **BBR Agency**.

SECURITY:

BBR Agency is committed to protecting the security of your personal data. We use a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure.

BBR Agency takes reasonable and suitable measures to help protect information about you from loss, theft, misuse and unauthorised access, disclosure, alteration and destruction. All personal information is stored on servers in a controlled environment with suitable physical, electronic, managerial, and ethical processes and procedures to safeguard and secure its access. It is worth noting that while we take reasonable precautions to protect personal information, we collect from you, no security system is impenetrable.

Personal data collected by **BBR Agency** will primarily be stored, processed or transferred internally or between relevant parties in Australia.

OTHER IMPORTANT PRIVACY INFORMATION

Retention of Personal Data:

Data will be retained via secure storage for as long as necessary or reasonable to provide our Services effectively, or for matters such as complying with legal obligations, resolving disputes, enforcing contractual agreements or recruitment. Retention period may vary due to the context and nature of the situation.

Changes To Our Privacy Statement:

BBR Agency may modify or update this Statement when necessary following client or customer feedback, changes in our Services or to be in accordance with regulatory needs and/or industry standards. Changes will be noted by the effective date at the end of this document.

Inquiries and Complaints:

For complaints about how **BBR Agency** handles, processes or manages your personal information, please contact **BBR Agency** Privacy Officer. Note we may require proof of your identity and full details of your request before we can process your complaint.

Please allow up to 30 days for **BBR Agency** to respond to your complaint. It will not always be possible to resolve a complaint to everyone's satisfaction. If you are not satisfied with **BBR Agency's** response to a complaint, you have the right to contact the Office of Australian Information Commissioner (at www.oaic.gov.au/) to lodge a complaint.

How To Contact Us:

If you have a question or concern in relation to our handling of your personal information or this Policy, you can contact us for assistance as follows:

Email:

contact@bbr-agency.com

Post Attention:

BBR Agency Privacy Officer

Address:

58A Lower Forte Street, Dawes Point NSW 2000