

## Privacy Policy

*Last Updated: 03/04/2025*

### 1. Introduction

Allure Floral Atelier (“we”, “us”, or “our”) is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, store, and disclose your personal data when you visit our website [<https://allurefloralatelier.com.au/>] (the “Site”). We operate in accordance with the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs). By using our Site, you agree to the collection and use of your information as described in this Policy. If you do not agree with any part of this Privacy Policy, please do not use our Site.

### 2. Information We Collect

We only collect information that is necessary to provide our services. Specifically, we collect the following personal information:

- **Name:** To personalise your experience and for identification purposes.
- **Email Address:** To communicate with you, send order confirmations, updates, and marketing communications (if you opt in).
- **Phone Number:** To contact you regarding orders, inquiries, or service-related issues.

### 3. How We Collect Your Information

Your personal information may be collected in the following ways:

- **Directly from You:** When you sign up for newsletters, fill out a contact form, place an order, or otherwise interact with our Site.
- **Automatically:** When you browse our Site, certain non-personally identifying information (such as browser type and usage data) may be collected automatically by our web server for analytical purposes. This data is used in aggregate form and does not identify you personally.

### 4. How We Use Your Information

We use your personal information for the following purposes:

- **Service Delivery:** To process orders, manage your account, and provide customer support.
- **Communication:** To send you order confirmations, shipping updates, and responses to your inquiries.

- **Marketing (Optional):** With your consent, to send you promotional emails and newsletters about our products, services, and special offers. You can opt out of marketing communications at any time by following the unsubscribe instructions included in our emails.
- **Improvement of Services:** To analyse usage data to improve the functionality and overall user experience of our Site.
- **Legal Compliance:** To comply with applicable legal obligations and to protect our rights and the rights of others.

## 5. Disclosure of Your Information

We will not sell, rent, or trade your personal information to third parties for marketing purposes. However, we may disclose your information in the following circumstances:

- **Service Providers:** To trusted third-party service providers (such as payment processors, shipping companies, or IT service providers) who assist in operating our business. These providers are contractually obligated to protect your information and use it only for the purposes we specify.
- **Legal Requirements:** If required by law or in response to a valid legal process, we may disclose your information to law enforcement, regulatory authorities, or other governmental agencies.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred to the new owner, subject to the terms of this Privacy Policy.

## 6. Data Security

We take the security of your personal information seriously and have implemented appropriate physical, electronic, and procedural safeguards to protect it from unauthorised access, alteration, disclosure, or destruction. These measures include:

- Secure servers and encryption (e.g., SSL) for data transmission.
- Restricted access to personal information on a need-to-know basis for our employees and service providers.
- Regular security reviews and updates to our systems.

Please note that no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

## **7. Data Retention**

We will retain your personal information for as long as is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When your information is no longer required, we will securely dispose of it or anonymise it so that you can no longer be identified.

## **8. Your Rights**

Under the Australian Privacy Principles, you have the right to:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request that we correct any inaccuracies in your personal information.
- **Withdrawal of Consent:** Withdraw your consent for marketing communications or other non-essential uses of your information (this may affect your ability to use some services).
- **Complaints:** Lodge a complaint regarding our handling of your personal information. To exercise any of these rights, please contact us using the details provided in Section 10 below.

## **9. Cookies and Tracking Technologies**

Our Site may use cookies and similar technologies to enhance your browsing experience and analyse website traffic. Cookies are small data files stored on your device that help us recognise you and track your activity on our Site. You can set your browser to refuse cookies, but this may affect the functionality of the Site.

## **10. Contact Us**

If you have any questions about this Privacy Policy or our data practices, or if you wish to exercise your rights as described above, please contact us at:

*Allure Floral Atelier*  
Perth, Western Australia  
Email: [serena@allurefloralatelier.com.au](mailto:serena@allurefloralatelier.com.au)

## **11. Changes to This Privacy Policy**

We reserve the right to modify or update this Privacy Policy from time to time. Any changes will be effective immediately upon posting on the Site, with an updated "Last Updated" date. We encourage you to review this Policy periodically to stay informed about our practices.