

## Redfig Technologies Pty Ltd – PRIVACY POLICY

At Redfig Technologies Pty Ltd (ABN: 34 112 694 845) ("**Redfig**", "**we**", "**our**", or "**us**") we recognise the importance of your privacy and understand your concerns regarding the security of the personal information which you provide to us.

This Privacy Policy applies to RF Live Cast App ("**App**"). It details the type of personal information we collect from the App, how we store or process personal information about you, with whom we may share it and the choices available to you regarding our use of the information. We also describe the measures we take to safeguard your personal information and tell you how to contact us regarding our privacy practices.

This Privacy Policy applies only to information we collect through the App and does not apply to our collection of information from other sources.

### 1. Definition of personal information

"Personal information" means any information relating to a natural person who can be identified, directly or indirectly, in particular reference to an identifier such as a name, an identification number or an online identifier.

### 2. How we collect and hold personal information

We collect certain personal information directly from you. For example, we collect personal information from you from the information you submit to us via the App, RedFig website, directly supplied by you, and other sources of customer data.

If we receive personal information that we have not requested (unsolicited information) then we will destroy or de-identify the information if it is lawful and reasonable to do so.

### 3. What personal information we collect and hold

#### Information collected directly from you

Certain visitors to the App choose to interact with it in ways that require us to gather personal information. The amount and type of information that we gather depends on the nature of the interaction. Examples of the types of personal information that we may collect from you includes, but not limited to, first and last name, employment information, email address, phone number, or other contact information.

### 4. Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information from you or about you where it is reasonably necessary for us to carry out our business functions and activities and as necessary to provide our services to you. We also collect, hold, use and disclose your personal information for related purposes that you would reasonably expect, such as our administrative and accounting functions.

Specifically, we may collect and hold information about you in order to improve our services, provide product updates, marketing promotional information, and authenticate access to our product services.

If we do not collect, hold, use or disclose your personal information, or if you do not consent, then we may not be able to provide some of our services to you.

In addition, we use information collected online through the use of cookies, and other automated means. This information is used to (amongst other things):

- recognize your computer when you visit the App;
- track you as you navigate the App;
- enable the use of e-commerce capabilities;
- offer and provide products, services and information to you;
- display content on our App, such as photos;
- operate, evaluate and improve our business and App usability;
- help diagnose technical and service problems; and
- gather demographic information about our users.

We may also use your personal information for purposes which are required by law such as sharing your personal information in order to comply with legal obligations to which we are subject.

## **5. How we protect your personal information**

We respect the privacy of personal information and will take reasonable steps to keep it strictly confidential.

Your personal information will be stored by electronic means in Australia. If we are required to transfer your personal information overseas, it will only be done so with appropriate safeguards in place, in accordance with applicable privacy laws and for the purpose of providing our services to you.

The security of your personal information is important to us and whilst we cannot ensure or guarantee that loss, misuse or alteration of information will never occur, we will use all reasonable efforts to prevent it.

Submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit via our App whilst it is in transit over the internet and any such submission is at your own risk.

## **6. Direct Marketing**

Where required by applicable law, we will obtain your consent before sending you any marketing communications. You may withdraw your consent to the use of your data for marketing purposes at any time by contacting us on our contact details in section 8 of this Privacy Policy.

We will never provide your information to third parties for marketing purposes without receiving your consent.

## **7. Retention of Information**

We will only retain your personal information for as long as is reasonably necessary in relation to the purposes for which it was collected. We will also retain personal information to ensure compliance with any applicable statutory or regulatory obligations imposed on us in relation to the retention of records.

Where you have requested we stop processing your personal information for marketing purposes, we may retain a record of your request to ensure we abide by your request in the future.

## **8. Contact**

If you have any questions, concerns, complaints or comments about this Privacy Policy or any requests concerning your personal information please contact us on the details below:

marketing@redfigmedia.com.au

## **9. Privacy Policy Changes**

We reserve the right to change this Privacy Policy from time to time. Please visit the App regularly and check our respective current Privacy Policy. Your continued use of this App after any change to this Privacy Policy will constitute your acceptance of such change.

**This Privacy Policy was last updated in April 2021**