



His Boy Elroy Privacy Policy

His Boy Elroy (ABN 27 631 357 643) is subject to the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) and complies with the National Privacy Principles for handling your personal information.

This Privacy Policy sets out our commitment to protecting the privacy of personal information provided to us, or otherwise collected by us, offline or online, including through our website (www.hisboyelroy.com.au) and applications like Mr Yum and Now Book It. In this Privacy Policy we, us or our means entities of companies: His Boy Elroy

What personal information do we collect?

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

- Your demographic information, including your mailing address and/or postcode;
- The 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, search queries and/or browsing behaviour;
- Information about your access and use of our website, including through the use of Internet cookies, your communications with our website, 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 website, associated applications, associated social media platforms and/or accounts you permit us to collect information; and
- Any other personal information requested by us and/or provided by you or a third party.

We may collect these types of personal information directly from you or from third parties.

Collection and use of personal information

We may collect, hold, use and disclose personal information for the following purposes:

- To enable you to access and use our website, related applications and related social media platforms;
 - To contact and/or communicate with you online and/or offline;
 - For internal administration or record keeping purposes;
 - For analytics, market research and business development, including to operate and improve our website, related applications and related social media platforms;
 - To invite you to our events, enter you into any competitions we hold, offer additional benefits to you and/or to invite you to events hosted by His Boy Elroy and its partners;
 - For advertising and marketing, including sending promotional information about our products and services and information that we consider may be of interest to you;
 - As required by law; and
- To consider your employment application.



Disclosure of personal information to third parties

We may disclose personal information to:

- Third-party service providers for the purpose of enabling them to provide their services, including (without limitation) IT service providers, data storage, maintenance or problem-solving providers, marketing or advertising providers, payment systems, operators and other professional advisors;
- Our existing or potential agents or business partners;
- Sponsors or promoters of any competition we hold;
- Anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- As required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights;
- Third parties, including agents or sub-contractors, who assist us in providing information, products, services or direct marketing to you. This may include parties located, or that store data, outside of Australia; and
- Third parties to collect and process data, such as [Google Analytics, Lead Forensics, Salesforce, MailChimp or other relevant businesses]. This may include parties that store data outside of Australia.

By providing us with personal information, you consent to the disclosure of your personal information to third parties who reside outside Australia and acknowledge that we are not required to ensure that those third parties comply with Australian privacy laws. Where we disclose your personal information to third parties, we will request that the third party handle your personal information in accordance with this Privacy Policy.

Your rights and controlling your personal information

Choice and Consent

Please read this Privacy Policy carefully. By providing personal information to us, you consent to us collecting, holding, using and disclosing your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect your use of this Website or the products and/or services offered on or through it.

Information from third parties

If we receive personal information about you from a third party, we will protect it as set out in this Privacy Policy. If you are a third party providing personal information about somebody else, you represent and warrant that you have such person's consent to provide the personal information to us.

Restrict

You may choose to restrict the collection or use of your personal information. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by contacting us using the details below.

Access

You may request details of the personal information that we hold about you. An administrative fee may be payable for the provision of such information. In certain circumstances, as set out in the Privacy Act 1988 (Cth), we may refuse to provide you with personal information that we hold about you.

Correction

: If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the details below. We will take reasonable steps to correct any information found to be inaccurate, incomplete, misleading or out of date.

His Boy Elroy Privacy Policy



Complaints

If you believe that we have breached the Australian Privacy Principles and wish to make a complaint, please contact us using the details below and provide us with full details of the alleged breach. We will promptly investigate your complaint and respond to you, in writing, setting out the outcome of our investigation and the steps we will take to deal with your complaint.

Unsubscribe

To unsubscribe from our e-mail database or opt-out of communications (including marketing communications), please contact us using the details below or opt-out using the opt-out facilities provided in the communication.

Storage and Security

His Boy Elroy is committed to ensuring that the personal information we collect is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the personal information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure. Except to the extent at law, His Boy Elroy accepts no responsibility for the unauthorised access of personal information held by His Boy Elroy.

We cannot guarantee the security of any information that is transmitted to or by us over the Internet. The transmission and exchange of information is carried out at your own risk. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that the personal information we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.

Cookies and Web Beacons

We may use cookies on our website from time to time. Cookies are text files placed in your computer's browser to store your preferences and to improve service when you revisit the website. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do allow third parties, such as Google and Facebook, to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our website with personal information, this information may be linked to the data stored in the cookie.

Learn more about cookies:

<https://cookies.insites.com>

We may use web beacons (page tags and/o tracking pixels) on our website from time to time. These are small pieces of code placed on a web page to monitor the visitor's behaviour and collect data about the visitor's viewing of a web page. For example, these can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page.

Links from our website to other websites

Our website may contain links to other third-party websites. We do not operate or have any control over those websites and therefore are not responsible for the collection or handling that you provide whilst visiting those websites. This Privacy Policy does not govern those websites.



Updates to this policy

This Privacy Policy will be reviewed from time to time to take account of new laws and technology, changes to our operations and practices and the changing business environment. Any changes to our policy will be updated on our website.

For questions, complaints or notices, please contact us at:

If you have any questions or want to complain about an interference with your privacy by us, call us on (02) 4244 5605, write to our Privacy Officer at lachlan@hisboyelroy.com.au

We will do our best to resolve your complaint as quickly as possible.

If you are not satisfied with our response to your complaint, you can refer the matter to the Federal Privacy Commissioner: Director of Complaints, Office of the Federal Privacy Commissioner, GPO Box 5218, Sydney NSW 2001. Telephone: 1300 363 992

Last update: December 2021