



FLIPSIDE GROUP PRIVACY POLICY

Effective date: 14/10/2024

Last updated: 14/10/2024

Flipside Group Australia Pty Ltd (referred to as “Flipside Group”, “we”, “us”, or “our”) is committed to protecting the privacy of personal information we collect. This Privacy Policy outlines how we manage the personal information we collect, use, and disclose in compliance with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth).

1. Purpose of this Privacy Policy

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, flipsidegroup.com.au, or engage with our services. We aim to handle personal information in an open and transparent manner.

2. What information we collect

The types of personal information we may collect include:

- Name, address, email and contact details
- Job title, company name and professional background
- Website usage data such as IP address, browser type and access times
- Information you provide to us directly through forms or email communications

3. How we collect your information

We collect personal information through various channels, including:

- Direct communication through forms, emails, or phone
- When you access our website and services
- Cookies and tracking technologies that monitor website usage and user interaction

4. Use of personal information

We use your personal information for the following purposes:

- To provide and improve our services
- To communicate with you and respond to inquiries
- To send marketing and promotional materials (with your consent)
- To ensure the security and functionality of our website
- To comply with legal and regulatory requirements



5. Disclosure of personal information

We may disclose your personal information to:

- Third-party service providers that assist in delivering our services (e.g., hosting providers, IT consultants)
- Regulatory bodies when required by law
- Other parties with your consent or as required by legal obligations

We will not sell, rent, or trade your personal information to third parties for their marketing purposes without your consent.

6. International data transfers

If necessary, we may transfer your personal information to countries outside of Australia. We will take reasonable steps to ensure any overseas recipient complies with Australian privacy standards.

7. Security of personal information

We take reasonable steps to protect the personal information we hold from misuse, interference, loss, and unauthorised access, modification, or disclosure. This includes using technical safeguards such as encryption, secure servers, and access controls.

8. Your rights and choices

You have the right to:

- Access your personal information
- Request corrections to your personal information
- Withdraw consent to receiving marketing communications
- Lodge a complaint regarding privacy concerns

To exercise these rights, please contact us at the details provided below.

9. Cookies and website tracking

Our website uses cookies to improve your experience and gather analytics on site usage. You can modify your browser settings to disable cookies if you prefer, but doing so may limit your access to certain features of our website.

10. Changes to this Privacy Policy



We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Any changes will be posted on this page, and the date of the last update will be indicated.

11. Contact us

If you have any questions or concerns about this Privacy Policy or wish to make a privacy-related complaint, please contact us at:

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