

Privacy Policy
Draft for internal review | Prepared for Magnet-Me Pty Ltd

Effective date: 23 April 2026

This draft should be reviewed against Magnet-Me's actual systems, workflows, service providers and legal advice before publication.

This Privacy Policy explains how Magnet-Me Pty Ltd A.C.N. 619 839 208, trading as Magnet-Me A.B.N. 54 619 839 208 (we, us or our), collects, holds, uses, discloses and otherwise handles personal information.

This Privacy Policy applies to personal information collected through our website, phone and email enquiries, quote and booking forms, event photography services, online galleries, product and photo orders, marketing activities, recruitment applications, franchise or business opportunity enquiries, social media interactions, and any related dealings with us.

1. What personal information we may collect

We may collect personal information that is reasonably necessary for our functions and activities, including:

- contact details such as your name, email address, phone number, postal address and business details;
- event and booking details such as event type, venue, dates, guest numbers, package selections, special requests and communications with you;

- payment, billing, shipping and transaction information relating to quotes, bookings, orders and purchases;
- photographs, videos and related image data captured at events, including images in which guests may be identifiable;

- gallery and order information, including selected images, download activity, purchase history and delivery details;

- marketing preferences and records of your consent, subscription or opt-out choices;

- technical information such as IP address, browser type, device information, referring pages, site usage data, cookies and analytics data;

- job application and recruitment information, such as your resume, employment history, portfolio, references and any other information you provide when applying to work with us; and

- franchise, partnership or business opportunity enquiry information, including your contact details, location, background and information relevant to assessing your enquiry.

2. How we collect personal information

We may collect personal information directly from you when you:

- submit an enquiry, request a quote, make a booking, purchase products or otherwise contact us;

- attend an event at which Magnet-Me is engaged to provide photography, printing or gallery services;

- upload or select photos, access an online gallery, place a gallery order, or request digital files or printed products;

- subscribe to marketing communications, enter a promotion, complete a survey, or interact with us through social media; or

- apply for a role, submit a franchise enquiry, or otherwise provide information to us.

We may also collect personal information:

- from the person or organisation booking our services, where they provide guest, event or contact details relevant to our services;

- from publicly available sources or third-party service providers where permitted by law and reasonably necessary; automatically through cookies, analytics tools, pixels, server logs and similar technologies when you use our website or online services; and

- from third-party platforms used to host galleries, process payments, provide website services, or help us communicate with customers.

3. If you do not provide information

You can choose not to provide personal information to us. However, if you do not provide information requested, we may be unable to respond to your enquiry, provide our services, process an order, administer a gallery, assess an application, or otherwise deal with you effectively.

4. Photography, video and event-related images

As part of our services, we may capture photographs and videos at events in which individuals are identifiable. This may include clients, guests, children, venue staff and other attendees.

We may use those images to:

- produce printed photo magnets and other products at or after the event;

- provide digital images or galleries to the booking client;

- make images available through an online gallery for viewing, downloading, ordering or sharing; and

- administer event services, quality control and customer support.

We may also use selected images for our portfolio, website, social media, marketing materials or promotional purposes where this is permitted by our agreement with the client, with consent, or otherwise as permitted by law.

If you attend an event at which we are providing services and have a privacy concern about a particular image, you or the booking client may contact us using the details below and we will consider the request in accordance with our legal obligations and operational requirements.

5. Why we collect, hold, use and disclose personal information

We may collect, hold, use and disclose personal information for purposes including to:

- respond to enquiries and provide quotes;
- manage bookings, events, customer relationships and after-service support;
- capture, process, print, store, deliver and share photographs, galleries and related products;
- process payments, issue invoices, fulfil orders and arrange delivery;
- operate, maintain, improve and secure our website, galleries and systems;
- understand website and customer usage trends, and improve our products, services and user experience;
- send service updates, event communications, offers, marketing messages and other information you have requested or would reasonably expect, where permitted by law;
- assess and manage recruitment applications, contractor enquiries and franchise or business opportunity enquiries;
- protect our legal rights and interests, manage complaints, insurance matters and disputes; and
- comply with applicable laws, regulations and lawful requests.

6. Sensitive information

We do not intentionally request sensitive information unless it is reasonably necessary for a lawful purpose and we are permitted to collect it. If sensitive information is provided to us, we will handle it in accordance with applicable law.

7. Cookies, analytics and website tracking

Our website and online services may use cookies, log files, pixels, analytics tools and similar technologies to recognise your browser or device, understand how visitors use our website, measure performance, improve content and user experience, and support marketing activities.

You can usually manage cookies through your browser settings. Disabling cookies may affect the functionality of parts of our website or online services.

8. Direct marketing

We may use your personal information to send you marketing communications about our services, promotions, products, galleries, franchise opportunities or related updates where permitted by law.

You may opt out of marketing communications at any time by using the unsubscribe function in the message or by contacting us using the details below. We will action opt-out requests within a reasonable time.

9. Disclosure of personal information

We may disclose personal information to third parties where reasonably necessary for the purposes described in this Privacy Policy, including to:

- our employees, contractors, photographers, printers, administrators and related entities;
- event clients, venue contacts and authorised representatives, where relevant to the services we provide;
- service providers that help us operate our business, website, galleries and communications, including website hosts, IT providers, cloud storage providers, analytics providers, payment processors and gallery platforms;
- professional advisers such as accountants, lawyers, insurers and business advisers;
- payment, banking, delivery and fulfilment providers;
- marketing and social media providers that help us communicate with customers or prospective customers;
- recruitment, contractor management and business opportunity assessment advisers; and
- regulators, law enforcement bodies, courts, government agencies or other parties where disclosure is required or authorised by law.

Where appropriate, we require third-party service providers to handle personal information in a manner consistent with privacy and confidentiality obligations.

10. Overseas disclosure

Some of our service providers may store or process personal information outside Australia. This may include providers used for website hosting, cloud storage, payment processing, analytics, advertising, communications or online gallery services.

Where we disclose personal information overseas, we will take reasonable steps to ensure that the recipient handles the information in a manner consistent with applicable privacy requirements, unless an exception under law applies.

11. Data security

We take reasonable steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. These steps may include access controls, password protection, staff access limitations, secure service providers, and administrative and technical safeguards appropriate to the nature of the information we hold.

However, no method of transmission over the internet or electronic storage is completely secure. While we take reasonable steps to protect personal information, we cannot guarantee absolute security.

12. Retention of personal information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, for related business purposes, to resolve disputes, to enforce our agreements, or as required by law.

For example, we may retain enquiry records, booking records, event files, gallery records, financial and tax records, communications, recruitment records and marketing records for reasonable periods appropriate to those purposes.

When personal information is no longer required, we will take reasonable steps to destroy it or de-identify it, unless we are required or permitted by law to retain it.

13. Access and correction

You may request access to the personal information we hold about you, and you may request correction of inaccurate, out-of-date, incomplete, irrelevant or misleading information.

If you would like to request access or correction, please contact us using the details below. We may need to verify your identity before responding. In some circumstances, we may lawfully refuse access or correction, in which case we will explain our decision and any available complaint options.

14. Anonymity and pseudonyms

Where lawful and practicable, you may deal with us anonymously or by using a pseudonym. However, in many cases this will not be practical because we need your identity or contact details to provide services, process orders, manage bookings, or respond to you properly.

15. Third-party websites and platforms

Our website, online galleries or communications may contain links to third-party websites or platforms. We are not responsible for the privacy practices of those third parties. We encourage you to review their privacy policies before providing personal information to them.

16. Complaints

If you have a question, concern or complaint about how we handle your personal information, please contact us using the details below. Please provide enough detail for us to understand and investigate the issue.

We will consider your complaint and respond within a reasonable period. If you are not satisfied with our response, you may be able to contact the Office of the Australian Information Commissioner.

17. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, services, legal obligations or how we handle personal information. The current version will be made available on our website and will include its effective date.

18. Contact us

If you have any questions about this Privacy Policy or would like to make a privacy request or complaint, please contact:

Privacy Officer

Magnet-Me Pty Ltd

Email: info@magnetme.com.au

Phone: 1800 94 09 09

Website: www.magnetme.com.au

End of draft