Presencesmith™

# Privacy Policy

Presenceworks Pty Ltd · ACN 696 491 282 · Brisbane, Queensland, Australia

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## 1. Purpose and application

Presenceworks Pty Ltd (ACN 696 491 282) operates the Presencesmith website and platform and supplies Presencesmith products and services.

This Privacy Policy explains how Presenceworks collects, uses, stores, discloses and retains personal information, and how individuals may contact us about their information.

It applies to visitors, registered account holders, customers, organisational representatives, participants, practitioners and people who contact Presenceworks.

Presenceworks is based in Brisbane, Queensland, Australia.

## 2. Personal information we collect

Depending on how you interact with Presenceworks, we may collect the following information.

### 2.1 Account information

Your name, email address, contact number where supplied, account preferences, language, time zone, currency preferences, sign-in information and account status.

### 2.2 Organisation and professional information

The names of organisations with which you are associated, your role or contact relationship, and information required to administer organisational access, invitations, participant allocations or licence entitlements.

### 2.3 Billing and transaction information

Billing names, business details, billing addresses, countries, tax-identification information, purchased items, transaction amounts, payment status, invoice references, subscription information and records of refunds or adjustments.

The platform may retain limited payment-method details, including card brand and last four digits. Full payment-card details are collected and processed through Stripe rather than stored by Presenceworks.

### 2.4 Programme and service information

Information you provide when enrolling in programmes, booking services, participating in training or communicating about an engagement.

Where a programme involves professional objectives, assessments or working materials, the information collected depends on the actual platform functionality and the material you choose to provide.

Presenceworks does not require individuals to disclose sensitive personal information merely to register a standard account.

### 2.5 Communications

Information provided in enquiries, correspondence, consent choices and communications relating to products, services or account administration.

Contact forms may transmit messages by email without storing them as a permanent platform messaging or support-ticket record.

### 2.6 Technical information

Information associated with the operation and security of the website, including sign-in sessions, technical request information and interactions with the security and address-lookup services described below.

Checkout IP addresses are handled separately under section 8.

## 3. How we collect information

We collect personal information when you:

- Register or update an account.
- Make a purchase or establish a subscription.
- Provide billing or organisational details.
- Enrol in a programme or request services.
- Contact Presenceworks.
- Accept the Terms of Service or make a marketing-consent choice.
- Use functions that require technical information to operate.

Certain information is also received from service providers when they return payment, verification or other operational results.

We do not assume that information supplied by another person about you is accurate and may seek clarification where reasonably necessary.

## 4. Why we use personal information

Presenceworks uses personal information to:

- Establish and administer accounts.
- Verify eligibility and provide product access.
- Process purchases, refunds and subscriptions.
- Maintain financial and taxation records.
- Deliver and administer programmes, workshops and services.
- Manage organisational participation and authorised access.
- Respond to enquiries and requests.
- Communicate important changes to purchases, accounts and services.
- Maintain security, prevent misuse and investigate operational problems.
- Meet legal and regulatory obligations.
- Send optional promotional communications where permitted by applicable law and the individual's preferences.

We do not use completed-order checkout IP addresses for marketing, behavioural profiling, payment processing, tax calculation or fraud scoring.

## 5. Payment processing — Stripe

Presenceworks uses Stripe for payment processing and related billing functions.

When you make a purchase, relevant information may be provided to Stripe, including your name, email address, billing address, billing country, applicable business tax information, purchased products and transaction amounts.

Payment-card details are entered and handled through Stripe's payment services.

Presenceworks receives payment confirmations and limited payment-method information necessary for order administration.

Stripe may process information, including technical information, in accordance with its own applicable privacy arrangements.

Presenceworks does not represent that Stripe's processing is limited to Australia.

## 6. Google services

### 6.1 Google reCAPTCHA

Presenceworks uses Google reCAPTCHA to help protect selected website functions against automated misuse.

reCAPTCHA may process information associated with the browser, interaction with the protected function and IP address, under Google's applicable arrangements.

A reCAPTCHA verification may be performed during registration, password recovery, account verification or contact-form submission.

### 6.2 Google Places

Where address assistance is offered, Presenceworks uses Google Places to process address text entered by the user and return address suggestions or details.

The relevant address information is transmitted to Google for that purpose.

Google may process associated information under its own applicable service and privacy arrangements.

## 7. Microsoft Azure and email services

Presenceworks uses Microsoft Azure infrastructure for platform hosting, databases, document storage, application services and technical operations.

Azure Communication Services is used for relevant transactional email communications.

The intended primary hosting region is Australia East. Backup, logging, support or other processing may occur in other locations.

The use of an Australian hosting region does not mean that all personal information is processed exclusively in Australia.

Information may also be handled overseas by Stripe, Google, Microsoft or their authorised service providers in accordance with their applicable arrangements.

## 8. Checkout IP addresses

When a customer begins checkout, Presenceworks records the IP address associated with that request.

If the purchase is completed, a copy of the address is retained with the completed order as supplementary evidence of the customer's location for taxation and compliance purposes.

Pending-checkout records are subject to automatic deletion after 35 days.

The Presenceworks retention policy for a completed-order checkout IP address is seven years from the date the transaction is paid.

Presenceworks runs an automatic daily process that removes the checkout IP address from a completed order seven years after the transaction is paid. The remaining order record is retained separately as a financial record.

A completed-order checkout IP address remains part of the relevant financial record even if the customer subsequently deletes their account.

The address is not used by the Presencesmith application to calculate taxes, process payments or refunds, or perform fraud scoring. It is not displayed through ordinary staff order screens or returned by ordinary staff order APIs.

Retention may be extended where necessary for a documented legal obligation, dispute or legal hold.

A separate service provider may independently process IP addresses for its own lawful operating purposes.

## 9. Cookies and similar technology

Presenceworks uses cookies and related technical mechanisms necessary for sign-in, account security and the operation of the platform.

Third-party services, including Google reCAPTCHA and Stripe, may use cookies or other technical identifiers under their applicable arrangements.

Presenceworks does not presently operate a separate behavioural advertising or marketing analytics system.

If additional optional tracking or advertising technologies are introduced, the applicable notices and consent arrangements will be reviewed before deployment.

Browser controls may permit users to restrict some cookies. Restricting essential cookies may prevent account or checkout functions from operating correctly.

## 10. When information is disclosed

Presenceworks may disclose relevant personal information to:

- Stripe for payment and billing processing.
- Microsoft Azure and Azure Communication Services for hosting, storage, technical operations and email delivery.
- Google for reCAPTCHA and address assistance.
- Authorised service providers engaged to support Presenceworks' operations.
- Regulators, courts or other authorities where required or permitted by applicable law.
- Professional advisers where reasonably necessary and subject to appropriate confidentiality arrangements.

Presenceworks may disclose necessary information to an organisational customer or authorised representative where it relates to that organisation's legitimate account, booking, participation or licence administration, subject to applicable law and access controls.

Presenceworks is the only seller operating through its platform at launch. The current policy does not assume that independent sellers automatically receive access to customer information.

Future third-party selling arrangements will require review of the applicable information disclosures before activation.

## 11. Overseas processing and privacy protections

Presenceworks operates from Australia and accepts purchases from approved customers in Australia, New Zealand, Singapore and South Africa.

The collection, use, storage and disclosure of information may be subject to different privacy obligations depending on the location of the individual, the transaction and the applicable law.

Relevant legislation may include:

- Australia's Privacy Act 1988 and Australian Privacy Principles, where applicable.
- New Zealand's Privacy Act 2020.
- Singapore's Personal Data Protection Act.
- South Africa's Protection of Personal Information Act.

These laws do not necessarily apply to every transaction in the same manner.

Where applicable, Presenceworks will address legal requirements relating to notice, access, correction, security, lawful processing and overseas disclosures.

The location of overseas processing and the safeguards required for the particular transfer depend on the service provider, relevant law and applicable processing arrangements.

Individuals may contact Presenceworks to enquire about privacy protections applicable to their circumstances.

## 12. Storage and security

Presenceworks uses authentication, access permissions, protected application services and other technical and organisational measures intended to protect personal information against unauthorised access, misuse, loss and disclosure.

Access to information is restricted according to operational roles and applicable permissions.

No internet-based service or electronic storage system can guarantee absolute security.

Where a security incident affects personal information, Presenceworks will assess the circumstances, take appropriate containment and corrective action, and provide notifications where required by applicable law.

We do not claim a security certification or independently audited standard unless it has been obtained and verified.

## 13. Retention

Presenceworks retains personal information for as long as reasonably needed for the purpose for which it was collected and to meet applicable legal, accounting, taxation and contractual requirements.

Retention periods differ according to the type of record.

Account information may be removed or anonymised through the account-deletion process, subject to the particular categories of information that must be preserved.

Completed financial orders and associated billing records may remain after account deletion where required or justified for financial, legal and taxation purposes.

Pending checkouts are subject to the existing 35-day deletion process.

Completed-order checkout IP addresses are automatically deleted after seven years, subject to the exceptions described in section 8.

Presenceworks does not claim that a universal automated retention-and-deletion process currently operates for all categories of information.

Records may be retained longer where necessary for an applicable legal requirement or documented dispute.

## 14. Account deletion

Registered users may request deletion of their account through the available account-management process.

Deletion removes or anonymises applicable account information, subject to operational, contractual and legal requirements.

Completed orders, billing information, financial records and associated transaction-location evidence may be retained after account deletion.

Deleting an account may end the user's ability to sign in and access purchased materials that require an active account.

Where subscriptions are cancelled as part of account deletion, the resulting access and billing arrangements are governed by the applicable subscription terms.

Account deletion does not automatically remove information independently retained by Stripe, Google or another provider under that provider's applicable arrangements.

## 15. Access, correction and privacy requests

Individuals may contact Presenceworks to request access to personal information held about them, correction of inaccurate information or deletion where legally applicable.

Other rights may apply depending on the person's location and the laws governing the processing.

Presenceworks may need to verify an individual's identity before releasing or changing personal information.

Some information cannot be deleted immediately where retention is required or permitted by applicable law.

Requests will be considered and responded to within the period required by applicable law.

## 16. Marketing communications

Presenceworks may send communications necessary to administer accounts, purchases and services.

Optional promotional communications are treated separately from essential service communications.

Where consent is required, individuals may choose whether to receive marketing communications.

Marketing messages will provide an appropriate method for withdrawing consent or unsubscribing.

Withdrawing marketing consent does not prevent transactional or legally required communications.

## 17. Children

Presencesmith account registration and purchases are intended for individuals aged 18 or older.

Presenceworks does not knowingly offer independent account registration or paid purchasing to children.

If we become aware that an account has been registered contrary to this restriction, we will assess appropriate steps to address the account and associated information in accordance with applicable law.

## 18. Privacy enquiries and complaints

Privacy questions, access and correction requests, deletion enquiries and complaints may be directed to:

Presenceworks Pty Ltd
Brisbane, Queensland, Australia
Email: hello@presenceworks.com.au
Website: presenceworks.com.au

Presenceworks will investigate privacy complaints and respond in accordance with applicable legal requirements.

Individuals may also have rights to complain to a relevant privacy regulator, including the Office of the Australian Information Commissioner or an overseas regulator with applicable jurisdiction.

## 19. Changes to this Privacy Policy

Presenceworks may update this Privacy Policy to reflect changes in legal obligations, service providers, information-handling practices or platform functionality.

The published version will identify its effective date.

Where a material change requires further notice or consent under applicable law, Presenceworks will provide that notice or seek that consent as required.