

Intraversed Pty Ltd

Privacy Policy and Cookie Policy

18 May, 2020

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This Policy has been approved and authorised by:

Name: Mark Atkins

Position: Data Protection Officer

Date: 18 May 2020

Due for Review by: 30 June 2021

Signature:

Background:

Intraversed understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy and Cookie Policy carefully and ensure that you understand it. Your acceptance of Our Privacy and Cookie Policy is deemed to occur upon your first use of Our Site AND you will be required to read and accept this Privacy and Cookie Policy when signing up for an Account. If you do not accept and agree with this Privacy and Cookie Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;]
“Our Site”	means this website, intraversed.com.au and any of our subsidiary websites, including: intralign.com.au intraversed.com intraversed.net
“Australian and EU Cookie Law”	means the relevant parts of the UK’s Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015 (which implements European Directive 2002/58/EC, also known as ‘the e-privacy Directive’); and Australia’s National Privacy Principles
“We/Us/Our”	means Intraversed Pty Ltd, a limited company registered in Australia, ABN 71 125 000 866, whose registered address is 20 Leeder Ave, Penshurst NSW 2222, Australia

2. Information About Us

- 2.1 Our Site, is owned and operated by Intraversed Pty Ltd.
- 2.2 Our data protection officer is Mark Atkins who can be contacted at dataprotection@intraversed.com.au

3. **Scope - What Does This Policy Cover?**

This Privacy and Cookie Policy applies only to your use of Our Sites. It does not extend to any websites that are linked to from Our Site that are not listed in the schedule at 1. We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. **What Data Do We Collect?**

Some data will be collected automatically by Our Site (for further details, please see section 12 on Our use of Cookies), other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when signing up for an Account. Depending upon your use of Our Site, We may collect some or all of the following data:

- 4.1 Name;
- 4.2 business/company name
- 4.3 contact information such as email addresses and telephone numbers;
- 4.4 IP address (automatically collected);
- 4.5 web browser type and version (automatically collected);
- 4.6 operating system (automatically collected);
- 4.7 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);

5. **How Do We Use Your Data?**

- 5.1 All personal data is stored securely in accordance with the Australian National Privacy Principles as well as complying with the EU General Data Protection Regulation (Regulation (EU) 2016/679) (GDPR). For more details on security see section 6, below.
- 5.2 We use your data to provide the best possible products and services to you. This includes:
 - 5.2.1 Providing and managing your Account;
 - 5.2.2 Providing and managing your access to Our Sites;
 - 5.2.3 Personalising and tailoring your experience on Our Sites;
 - 5.2.4 Supplying Our products and services to you;
 - 5.2.5 Personalising and tailoring Our products and services for you;
 - 5.2.6 Responding to communications from you;
 - 5.2.7 Supplying you with regular email newsletter communication e.g. news, peer discussion, product and service information etc. for which you have subscribed (opted-in; you may unsubscribe or opt-out at any time by using the unsubscribe button at the bottom of every email we send);
 - 5.2.8 Market research;
 - 5.2.9 Analysing your use of Our Sites to enable Us to continually improve Our Sites and your user experience.
- 5.3 In some cases, the collection of data may be a statutory or contractual requirement, and We

will be limited in the products and services We can provide you without your consent for Us to be able to use such data.

- 5.4 Unless we have your permission and/or where permitted by law, We will not send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under Australian law and in compliance with the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.
- 5.5 N/A
- 5.6 Under Australian law and in compliance with the GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following applies:
- a) you have given your consent to us processing of your personal data for one or more specific purposes;
 - b) processing is necessary for the performance of a contract to we have entered into with you or in order to take steps requested by you prior to entering into a contract;
 - c) we are legally obligated to process your personal data;
 - d) processing is necessary to protect the vital interests of you or of another natural person;
 - e) it is in the public interest to process your personal data and/or it is in the exercise of official authority vested in our data controller;
 - f) processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject, which require protection of personal data, in particular where the data subject is a child.

6. **How and Where Do We Store Your Data?**

- 6.1 We only keep your data for as long as We need to, in order to use it as described above in section 5, and/or for as long as We have your permission to keep it. In any event, We will conduct regular reviews to ascertain whether we need to keep your data. Your data will be deleted if we no longer need it in accordance with the terms of our Data Retention Policy. Our Data Retention Policies are:

https://intraversed.com.au/PDF/Intraversed_Data_Retention_Policy_2020-05.pdf

- 6.2 Some or all of your data may be stored in Australia or transferred outside of Australia and outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us.

If We do store or transfer data outside Australia and/or the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within these zones, and when subject to Australian law or the GDPR. Such steps may include, but not be limited to, the use of legally binding contractual terms between Us and any third parties We engage.

- 6.3 Data security is of great importance to Us, and to protect your data We have put in place

suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.

6.4 Steps We take to secure and protect your data include:

6.4.1 Encryption;

6.4.2 Password protection;

6.4.3 Physical access controls;

6.5 Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet (including via email).

6.6 Where we identify personal data sent to us which we deem sent by mistake or which has been sent without consent of the data subject, we will immediately contact the sender to confirm the purpose of our receipt of this data and the consent of the data subject, and where either of these are found to be in conflict with our policy, we will delete the data and take all reasonable measure to ensure security of the data.

7. **Do We Share Your Data?**

7.1 We may contract with third parties to supply products and services to you on Our behalf. These may include but are not limited to payment processing, delivery of goods, search engine facilities, email services, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law. We currently contract with:

Mailchimp and MailerLite - our marketing automation platforms (name, company, email address)

SurveyMonkey - our market survey platform (name, company, email address)

PayPal - our payment processing platform (name, company, email address)

7.2 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.

7.3 In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

7.4 In accordance with the Australian Privacy Principles, we will take such steps as are reasonable in the circumstances to implement practices, procedures and systems

relating to our functions and activities that:

- a) Will ensure we comply with the Australia Privacy Principles and any registered APP code that binds us; and
- b) Will enable us to deal with inquiries or complaints from individuals about our compliance with the Australian Privacy Principles or such a code.

8. **What Happens If Our Business Changes Hands?**

- 8.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part of Our business and the new owner or newly controlling party will, under the terms of this Privacy and Cookie Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
- 8.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

9. **How Can You Control Your Data?**

When you submit information via Our Site, you may be given options to restrict Our use of your data. We aim to give you strong controls on Our use of your data, including: the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided at the bottom of Our emails; and at the point of request to provide your details; and by contacting our data controller using the details at section 15.

10. **Your Right to Withhold Information and Your Right to Withdraw Information After You Have Given it**

- 10.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data, for example when establishing and accessing an Account.
- 10.2 You may restrict your internet browser's use of Cookies. For more information, see section 12.
- 10.3 You may withdraw your consent for Us to use your personal data as set out in section 5 at any time by contacting Us using the details set out in section 15, and We will delete Your data from Our systems. However, you acknowledge this may limit Our ability to provide the best possible products and services to you.

11. **How Can You Access Your Data?**

You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held). Please contact our data controller for more details using the details set out in section 15. Alternatively, please refer to Our Data Protection Policy at https://intraversed.com.au/PDF/Intraversed_Data_Protection_Policy_2020-05.pdf

12. **What Cookies Do We Use and What For?**

- 12.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products and services. For more details, please refer to section 5, above, and to section 12.6 below. We have carefully chosen these Cookies and have taken steps to ensure that your privacy is protected and respected at all times.
- 12.2 By using Our Site you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. We use third party Cookies on Our Site for website analysis (Google Analytics and Hotjar), blog sharing statistics (AddThis). For more details, please refer to section 5, above, and to section 12.6 below. These Cookies are not integral to the functioning of Our Site.
- 12.3 All Cookies used by and on Our Site are used in accordance with current Australian law and are compliant with the laws in their registered country as well as with the GDPR.
- 12.4 After May 25, 2018, before Cookies are placed on your computer or device, subject to section 12.5 AND/OR section 12.8 you will be shown a message requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended. You will be given the opportunity to allow only first party Cookies and block third party Cookies.
- 12.5 Certain features of Our Site depend on Cookies to function. These Cookies are deemed to be "strictly necessary". These Cookies are shown below in section 12.6. Your consent will not be sought to place these Cookies. You may still block these Cookies by changing your internet browser's settings as detailed below in section 12.10, but please be aware that Our Site may not work as intended if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.
- 12.6 The following **first party** Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Strictly Necessary
PHPSESSID VERSOSESSION	uniquely identifies your browsing session whilst accessing your Account or using our contact form in order to provide a secure access to our website applications.	Yes
versoUser	Remembers your user name or email address used to log in to your Account	No, can be controlled by the user. Not applicable for Single-Sign-On.

and the following **third party** Cookies may be placed on your computer or device:

Name of Cookie	Provider	Purpose
__atuvc	AddThis	Counts blog sharing
__atuvs	AddThis	Counts blog sharing
__atssc	AddThis	Counts blog sharing
ouid	AddThis	Counts blog sharing
_fbp	HotJar	Analyse use of our website pages
Xs	Facebook	blog sharing on social media
sb	Facebook	blog sharing on social media
_uetsid	HotJar	Analyse use of our website pages
ajs_anonymous_id	HotJar	Analyse use of our website pages
_gid	HotJar	Analyse use of our website pages
intercom-id-c5ke8zbr	HotJar	Analyse use of our website pages
ajs_user_id	HotJar	Analyse use of our website pages
_hjid	HotJar	Analyse use of our website pages
ajs_group_id	HotJar	Analyse use of our website pages
_ga	MailerLite	Newsletter system
_fbp	MailerLite	Newsletter system
_hjid	MailerLite	Newsletter system
_gcl_au	HotJar	Analyse use of our website pages
_ga	HotJar	Analyse use of our website pages

hubspotutk	HotJar	Analyse use of our website pages
__hstc	HotJar	Analyse use of our website pages
_hjIncludedInSample	HotJar	Analyse use of our website pages
_hjid	HotJar	Analyse use of our website pages

12.7 Our Site uses website analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site. This, in turn, enables Us to improve Our Site and the products and services offered through it. You do not have to allow Us to use these Cookies, as detailed below, however whilst **Our use of them does not pose any risk to your privacy or your safe use of Our Site**, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

12.8 The analytics service(s) used by Our Site use(s) Cookies to gather the required information. Certain of these Cookies may be placed immediately when you first visit Our Site and it may not be possible for Us to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below in section 12.10.

12.9 The analytics service(s) used by Our Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
_ga	Third	Google	Web analytics. It identifies your computer when you visit or revisit Our site over long periods
_gat	Third	Google	Web analytics, it prevents the analytics from talking to Google too frequently
_gid	Third	Google	Web analytics. It identifies your computer when you visit or revisit Our site over short periods
ssc	Third	Google	Web analytics. It identifies your computer when you visit or revisit Our site over short periods

- 12.10 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 12.11 You can choose to delete Cookies at any time by following your browser's instructions, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.
- 12.12 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

13. **Summary of Your Rights under Australian Law and in Compliance with the GDPR**

Under the Australian law, and in compliance with the GDPR, you have:

- 13.1 the right to request access to, deletion of or correction of, your personal data held by Us - we may keep copies of your notification of request to amend your data and;
- 13.2 the right to complain to a supervisory authority;
- 13.3 the right to be informed of what data processing is taking place;
- 13.4 the right to restrict processing;
- 13.5 the right to data portability;
- 13.6 the right to object to processing of your personal data;
- 13.7 rights with respect to automated decision-making and profiling (see section 14 below).

To enforce any of the foregoing rights or if you have any other questions about Our Site or this Privacy and Cookie Policy, please contact Us using the details set out in section 15 below.

14. **Automated Decision-Making and Profiling**

14.1 Those living under GDPR Law: In the event that We use personal data for the purposes of automated decision-making and those decisions have a legal (or similarly significant effect) on You, You have the right to challenge such decisions under GDPR, requesting human intervention, expressing their own point of view, and obtaining an explanation of the decision from Us.

14.2 The right described in section 14.1 does not apply in the following circumstances:

- a) The decision is necessary for the entry into, or performance of, a contract between the You and Us;
- b) The decision is authorised by law; or
- c) You have given you explicit consent.

14.3 Where We use your personal data for profiling purposes, the following shall apply:

- a) Clear information explaining the profiling will be provided, including its significance and the likely consequences;

- b) Appropriate mathematical or statistical procedures will be used;
- c) Technical and organisational measures necessary to minimise the risk of errors and to enable such errors to be easily corrected shall be implemented; and
- d) All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling.

14.4 We currently make the following automated decisions:

- We do not currently engage in automated decision making

14.5 We currently profile your personal data for the following purposes:

- We do not currently engage in profiling

15. **Contacting Us**

If you have any questions about Our Site or this Privacy and Cookie Policy, please contact our Data Controller by email at dataprotection@intraversed.com.au by telephone on (02) 8021 3967. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

16. **Changes to Our Privacy and Cookie Policy**

We may change this Privacy and Cookie Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy and Cookie Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.