

## **Privacy Policy for East Adelaide Hire**

At East Adelaide Hire, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, and protect your personal data when you use our services, visit our website, or interact with us.

By using our website and services, you consent to the collection and use of your personal information as outlined in this policy. Please read the following carefully to understand how we treat your personal data.

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### **1. Information We Collect**

We collect various types of personal information from you to provide and improve our dress hire services. The types of data we may collect include:

#### **1.1 Personal Identification Information**

- **Name**
- **Email address**
- **Phone number**
- **Photo Identification** (e.g., driver's license)
- **Residential address**

#### **1.2 Transaction Data**

- Details of the products or services you purchase or rent from us, including hired item selection, rental dates, delivery preferences, and payment information.

#### **1.3 Communications**

- Any correspondence between you and our customer service team, including feedback, questions, or complaints.
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## **2. How We Use Your Information**

We use the information we collect for the following purposes:

### **2.1 Providing Our Services**

- To process your rental orders, confirm your bookings, and to know the location of the hired item.
- To handle payment transactions and process refunds or adjustments, if applicable.
- To communicate with you about your orders, collection and drop off details, and any issues related to your rentals.

## **2.2 Customer Support**

- To provide customer service, address any queries, and resolve any issues or complaints that may arise.

## **2.3 Improving Our Website and Services**

- To analyze website traffic and usage patterns to improve user experience, design, and functionality.
- To gather feedback for service improvements and tailor our offerings to better suit customer needs.

## **2.5 Legal Obligations**

- To comply with any applicable legal or regulatory requirements, enforce our terms and conditions, or protect our rights.

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## **3. How We Protect Your Information**

We take your privacy and security seriously. To ensure your personal information is protected, we implement the following measures:

### **3.1 Data Encryption**

- We use Secure Sockets Layer (SSL) encryption technology to protect sensitive information such as payment details during transmission.

### **3.2 Secure Storage**

- Personal data is stored on secure servers with access restricted to authorized personnel only.

### **3.3 Third-Party Services**

- We may use third-party services (e.g., payment processors, shipping carriers) to help us process your orders. These third parties have access to your information only to the extent necessary to perform their functions and are required to protect it.
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## **4. Sharing Your Information**

We do not sell, rent, or lease your personal information to third parties. However, we may share your data in the following cases:

### **4.1 Service Providers**

- We may share your information with trusted third-party service providers (e.g., payment processors, delivery services, marketing partners) who assist us in performing business functions. These third parties are obligated to use your data solely for the purpose of providing the requested service.

### **4.2 Legal Compliance**

- We may disclose your personal information if required to do so by law, such as to comply with a subpoena, legal request, or government investigation, or to protect our rights, property, or safety.

### **4.3 Business Transfers**

- In the event of a merger, acquisition, or sale of all or part of our business, your information may be transferred as part of the transaction. You will be notified if such a transfer occurs and your rights regarding the information.
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## **5. Your Rights and Choices**

You have the following rights with respect to your personal data:

### **5.1 Access to Information**

- You have the right to request access to the personal data we hold about you, including details of how it is being used.

### **5.2 Correct or Update Your Information**

- You can update or correct any inaccurate or incomplete personal information by contacting us directly or through your account settings on our website.

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### 5.3 Deletion of Data

- You may request that we delete your personal data, subject to any legal obligations we may have to retain it.

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## 6. Cookies and Tracking Technologies

We use cookies and other tracking technologies to improve your experience on our website. Cookies are small data files stored on your device that allow us to remember your preferences and enhance functionality.

- **Cookies We Use:**
  - **Essential Cookies:** Necessary for website functionality (e.g., shopping cart, login).
  - **Analytics Cookies:** Help us analyze website traffic and usage patterns.
  - **Advertising Cookies:** Used to deliver relevant ads based on your interests.

You can manage or disable cookies through your browser settings, though doing so may impact your experience on our website.

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## 7. Children's Privacy

Our services are not intended for children under the age of 18, and we do not knowingly collect personal data from children. If we learn that we have collected personal data from a child under 18, we will take steps to delete that information as soon as possible.

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## 9. Changes to This Privacy Policy

We may update or modify this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any updates will be posted on this page, and the revised policy will be effective immediately upon posting. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your data.

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## 10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us:

- **Email:** [hello@eastadelaidehire.com](mailto:hello@eastadelaidehire.com)
- **Instagram:** [@east.adelaide.hire](https://www.instagram.com/east.adelaide.hire)

Thank you for trusting East Adelaide Hire with your personal information. We are committed to ensuring your privacy and protecting your data.

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By using our services and interacting with our website, you acknowledge that you have read and understood this Privacy Policy.

## Social Media Waiver

By hiring an item from East Adelaide Hire and signing below, you agree that we may use any photos you share with us or that are taken during your rental period for marketing purposes on our social media channels (e.g., Instagram). If you are happy with this, please feel free to tag us in your photos!

We respect your privacy, so if you prefer not to have your photos shared, please let us know in advance, and we will ensure they are not used.

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This is a simple waiver allowing your company to use customer photos while offering them the option to opt out if they wish. It can be modified or expanded if you need more specific terms.

Name: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_