

# WHITMORE BUS GROUP PRIVACY POLICY

The Whitmore Bus Group is committed to maintaining robust privacy protections for its users. Our Privacy Policy ("Privacy Policy") is designed to help you understand how we collect, use and safeguard the information you provide to use and to assist you in making informed decisions when using our Services.

For purposes of this Agreement, "Service" refers to the Whitmore Bus Group Service which can be accessed via our website at [<http://whitmoregroup.com.au>]. The terms "we," "us," and "our" refer to the Whitmore Bus Group. "You" refers to you, as a user of our online Service. By accepting our Privacy Policy and Terms of Use (found here: [<http://whitmoregroup.com.au/terms-of-use>]), you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

## **1: INFORMATION WE COLLECT**

We collect "Non-Personal Information" and "Personal Information." Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. Personal Information includes only your email, which you submit to us through the registration process at the Site.

### **1. Information collected via Technology**

To activate the Service you do not need to submit any Personal Information other than your email address. To use the Service thereafter, you may be required to submit further Personal Information such as your Address, and/or contact Phone Number. However, in an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the "referring URL"), the type of browser you use, the device from which you connected to the Service, the time and date of access, pages accessed and attachments downloaded, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilising our services, both on an individual and aggregate basis. MP Productions does not use "persistent cookies", once you close your web browser the "session cookie" set from our website is destroyed and no Personal Information is maintained which might identify you in the event that you visit our website at a later date.

## **1. Information you provide us by registering for an account**

In addition to the information provided automatically by your browser when you visit our Website, to become a subscriber to the Service you will need to create a personal profile. You can create a profile by registering with the Service and entering your email address, and creating a user name and a password. By registering, you are authorising us to collect, store and use your email address in accordance with this Privacy Policy.

## **2: HOW WE USE AND SHARE INFORMATION**

### **Personal Information:**

Except as otherwise stated in this Privacy Policy, we do not sell, take, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for MP Productions, such as the servers for our email communications who are provided access to user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

### **Non-Personal Information:**

In general, we use Non-Personal Information to help us improve the Service and customise the user experience. We also aggregate Non-Personal Information in order to track trends and analyse use patterns on the Website. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Website so that you may opt out of the new information practices. We suggest that you check the Website periodically if you are concerned about how your information is used.

### **3: HOW WE PROTECT INFORMATION**

We implement security measures designed to protect your information from unauthorised access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

### **4: YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION**

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. You can also indicate that you do not wish to receive marketing communications from us in the "Settings" section of the Website. Please note that notwithstanding the promotional preferences you indicate either unsubscribing or opting out in the Settings section of the Website, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

### **5: LINKS TO OTHER WEBSITES**

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Website and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Website or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that Website or Application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

### **6: SOCIAL MEDIA**

We use a range on social media services to provide information in regards to our Services. We encourage you to follow these Social Media Feeds to stay informed about the latest news from the Whitmore Bus Group. Whitmore Bus Group welcomes any users to join into discussions via our Social Media Feeds, However we will not tolerate any abusive or threatening behaviour. In the event that we deem a comment to be Abusive or Threatening we will remove the comment immediately, we may also be required to submit a report in regards to the comment to the social media service for review of a breach of their terms of service and community standards. We advise that you take the time to familiarise yourself with the Privacy Policy, Terms of Use, and

Community Standards for each of the social media services that we use before you interact with them. We take no responsibility for the decisions that are made by these social media companies as they are entitled to follow their own policies that may be different to our ones provided to you.

## **7: CHANGES TO OUR PRIVACY POLICY**

Whitmore Bus Group reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our website. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Website and this privacy page for updates.

## **8: CONTACT US**

If you have any questions regarding this Privacy Policy or the practices of this Website, please contact us by sending an email to [webmaster@whitmoregroup.com.au]. Alternatively you may visit our contact section to our website via [<http://mattsphotos.com.au/contact>]. We aim to respond to your enquiry in a timely manner, However in order to provide the most accurate response possible, we may be required to take longer to respond depending on the enquiry. In the event that we may be required to take significantly longer to handle your enquiry we will provide a notification to the email address provided alerting you to make sure that you understand the circumstance.