

## PRIVACY POLICY

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### 1. Introduction

Atomic Design Solutions Pty Ltd ABN [25 111 666 472](#) (trading as Atomic Design) (**Atomic, We, Us, Our**) recognises the importance of Your privacy and is committed to protecting any Personal Information We collect about You in accordance with National Privacy Principles and applicable privacy laws.

For the purposes of this Privacy Policy, the word "You" includes users of the Picster App (**App**) visitors to the website at URL [www.picster.me](http://www.picster.me) or such other URL as We determine from time to time (**Picster Website**), and any person who Registers either as a member of a discussion forum or to purchase goods or services from Us through the App.

The purpose of this document (**Privacy Policy**) is to inform You about:

- (a) what Personal Information (as defined in paragraph 13 below) about You is collected by Atomic;
- (b) how the information is used;
- (c) with whom the information may be shared;
- (d) how You can access and change any Personal Information Atomic holds about You;
- (e) what security procedures are in place to protect against the loss, misuse or alteration of Your Personal Information by Atomic; and
- (f) how to contact Atomic.

This Privacy Policy applies to any Personal Information You provide to Us:

- (a) when visiting the Picster Website or downloading the App;
- (b) when using Atomic's on-line services;
- (c) when entering into an agreement with Atomic for the supply of goods and/or services; and
- (d) when You correspond or communicate with Atomic over the telephone or in any other manner including by letter, facsimile or email.

In addition to collecting Personal Information directly from You, We may also obtain Personal Information about You from third party sources and other third party service providers.

Failure by You to provide Personal Information when requested by Atomic may mean that We are unable to provide certain services and products to You and You will not be able to Register.

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### 2. What types of information do We collect?

#### 2.1 Types of Information

Atomic gathers two types of information about You, namely:

- (a) aggregated information generated by Our systems (or third party systems) to track traffic in relation to the App and/or the Picster Website but that which does not identify You personally (**Non-personal Information**); and
- (b) Personal Information about You such as Your name, address, telephone and facsimile number, email address and in some cases, Your billing and payment details including credit card information and purchase preferences.

The type of information that Atomic collects about You is dependent on how You use the services offered via the App or the Picster Website and the products and services You are interested in purchasing from Atomic or its distributors.

#### 2.2 Collection of aggregate data

Atomic collects Non-personal Information in aggregate form to track data such as the total number of visits to the App and/or the Picster Website, the number of visits to specific areas of the App and/or the Picster Website and the domain names of the App and/or the Picster Website's visitors' internet service providers.

We use this information, which remains in aggregate form, to understand how the App and/or the Picster Website visitors use the App and/or the Picster Website so that We can constantly improve and enhance Our services.

Atomic may use independent persons to measure and analyse the internet usage across the App and/or the Picster Website. These persons collect the following type of information:

- (a) the number of page views that occur on the App and/or the Picster Website;
- (b) the number of unique browsers to the App and/or the Picster Website;
- (c) how long these unique browsers (on average) spend on the App and/or the Picster Website when they do visit; and
- (d) common entry and exit points of the App and/or the Picster Website.

### **2.3 Your Internet Provider ("IP") address**

Atomic's web servers provide Us with Your IP address. This assists Us in the diagnosis of problems and or support issues with Our services.

### **2.4 Cookies and Applets**

Atomic uses 'cookies' and may use 'applets' in its App systems. These enable You to use certain services on the App and/or the Picster Website. You can disable cookies and applets via Your computer's Web browser, but this will restrict access to some web pages and services within the App and/or the Picster Website.

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## **3. How We collect information**

Atomic may collect Personal Information about You when You visit the App and/or the Picster Website, when You use Our on-line services, when You enter into a contract with Atomic, when you Register and when You deal with Atomic over the telephone or correspond with Atomic via facsimile, letter or email or any other mode of communication.

Atomic may also collect Personal Information about You other third party service providers.

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## **4. Use of Personal Information**

### **4.1 How We use Your Personal Information**

Atomic may use Your Personal Information for one or more of the following purposes:

- (a) to communicate with You, including via email newsletters;
- (b) to facilitate and process contacts between Yourself and Atomic and/or third parties;
- (c) to identify the number of people using the App services and establish the nature of their interests;
- (d) to facilitate Registration;
- (e) to conduct Atomic marketing activities; and
- (f) to provide You with information about Atomic and its services and products.

### **4.2 Disclosure of Personal Information to third parties**

Atomic will only disclose Your Personal Information to third parties in order to facilitate providing goods and services to You.

When You use any online payment facility in respect of the App, We will pass Your Personal Information (including financial and credit information) to providers of those payment services and facilities.

You must read and consent to the privacy terms of the online payment or other service provider concerned.

Atomic may also disclose Your Personal Information to third party contractors who perform services for Us including the management and maintenance of Our information systems.

Where Your Personal Information is passed on to third party contractors, Atomic will take reasonable steps to ensure that those individuals and/or organisations are bound by confidentiality and privacy obligations in relation to the protection of Your Personal Information.

Other than as outlined above, Atomic will not disclose Your Personal Information without Your consent unless disclosure is necessary to prevent a threat to life or health, authorised or required by law, reasonably necessary to enforce the law or necessary to investigate a suspected unlawful activity, or a suspected breach of Our Terms of Use.

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## **5. Access to and correction of information We hold about You**

Upon Your request, Atomic will provide You with access to Your Personal Information unless there is an exception which applies under applicable law. If We deny such access, We will tell You why.

Atomic may recover any reasonable costs incurred in providing You access to the requested information. To request access to Your Personal Information, please contact Atomic using one of the contact options provided in this Privacy Policy.

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## **6. Keeping information up-to-date**

Atomic strives to ensure that the information We hold about You is accurate, complete and up-to-date at all times.

If the Personal Information We hold about You is inaccurate, incomplete, or no longer up-to-date, or You wish for Your details to be removed from Our records, please contact Us using one of the contact options provided in this Privacy Policy so that We may take reasonable steps to address this and/or discuss alternative options with You.

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## **7. Storage and security of Your Personal Information**

Atomic takes reasonable steps to protect the security of Your Personal Information in accordance with this Privacy Policy.

Unfortunately, no data transmission over the internet can be guaranteed to be totally secure.

Whilst Atomic strives to protect such information, We cannot ensure or warrant the security of any information You transmit to Us or obtain from Our online products or services. Accordingly, you use the App and/or the Picster Website and provide Personal Information to Us at Your own risk.

Once any Personal Information comes into Our possession, We will take reasonable steps to protect that information from misuse and loss and from unauthorised access, modification or disclosure.

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## **8. Links to other apps or Website**

The App and the Picster Website contains links to other apps or Websites. Please note that these links are intended for Your convenience and information only.

Links to third party apps do not constitute endorsement, sponsorship or approval by Atomic of the content, policies or practices of those third party apps.

If You have any concerns regarding Your privacy when visiting a linked third party, You should ensure that You check the privacy statement/policies of those apps.

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## **9. Destruction of Your Personal Information**

Atomic will take reasonable steps to destroy or de-identify any Personal Information about You once the information is no longer required for the purposes for which it was collected or as authorised or required by law.

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## **10. Changes to Our Privacy Policy**

From time to time, Atomic may make changes to this Privacy Policy. Accordingly, We encourage You to periodically review this Policy to remain informed about how We collect and protect Your Personal Information.

Your continued use of the App constitutes Your acceptance of the collection, use and disclosure of Your Personal Information to the extent outlined in this Privacy Policy as amended from time to time.

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## 11. Feedback and questions about privacy and the App

Atomic welcomes ideas and feedback about all aspects of the App and/or the Picster Website. This feedback may be used to administer and refine the services We provide and may be shared with Atomic partners either in aggregate form or with specific identifying characteristics removed.

If You have any questions regarding this Privacy Policy, practices of the Atomic in relation to the App and/or the Picster Website or Your dealings with Atomic, You can contact Us using any of the following information:

Atomic Design Solutions Pty Ltd ABN [25 111 666 472](https://abn.gov.au/abn/25111666472)

[www.picster.me](http://www.picster.me)

311/47 Cooper Street

Surry Hills NSW 2010

Australia

[anthony@atomicdesign.biz](mailto:anthony@atomicdesign.biz)

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## 12. Meaning of Words

In this Privacy Policy:

Words that are defined in Our Terms of Use have the same meaning in this Privacy Policy, unless expressly stated to the contrary.

**National Privacy Principles** means the National Privacy Principles contained in Schedule 3 to the *Privacy Act 1988* (Cth) (or an applicable privacy code approved by the Federal Privacy Commissioner pursuant to that Act).

**Personal Information** means any information or an opinion about you from which your identity is apparent or can reasonably be ascertained.

**Register** means the act whereby a person provides Personal Information to Atomic, either by email, phone or through the App and/or the Picster Website or any other means which has the end result that Personal Information is disclosed.