

Privacy Policy

Business Law Advisory is committed to providing quality legal services to you. This Privacy Policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

This privacy policy applies to all personal information collected by the Firm via its website.

“Personal information is defined in the Privacy Act 1988 [Cth] as information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (a) whether the information or opinion is true or not, and
- (b) whether the information or opinion is recorded in a material form or not.

Australian privacy law requires websites to post a Privacy statement if they collect ANY customer or website visitor information. This includes:

- email addresses
- physical addresses
- telephone numbers
- credit card numbers, etc.

if the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as personal information and will not be subject to a privacy policy.

What information do we collect ?

Our website is not built to automatically and intentionally capture Personal Information. It is primarily a marketing tool to advertise our existence and the legal services we offer.

The personal information we collect from you will generally be as a result of your interaction with the Firm via email or telephone: giving your name, the name of your business or the business you work for, your telephone number and your email address.

That information is of a very standard nature and is necessary to identify and communicate with you.

We do not collect credit card numbers.

We may collect evidence of identity such as drivers licence details or passport details, where the law requires us to verify your identity for a transaction.

That information may be sourced from any telephone calls you make to the firm or emails you send to the firm which include such information. It is really no different to the information the firm would collect in a face to face meeting.

Our commitment to you is that if we collect personal information from you :

- we will respect your privacy when you visit the website
- we will keep the personal information secure
- we will not misuse your email address.

How do we collect personal information?

We may collect personal information from you when you input it to the website, specifically when you use the email contact form.

The website may also collect cookies from your computer which enable us to know when you use the website and also to help customise your website experience, if the website has been configured to do so. As a general rule, it is not possible to identify you personally from our use of cookies.

Purpose of collection

The purpose for which websites collect personal information is often to provide you with the best service experience possible on the website.

In the case of our website, the collection of personal information is not necessary or helpful to enhance your service experience on the website. It is used to identify you for the purpose of advertising legal services to you.

We customarily disclose personal information only to our service providers who assist us in operating the website. We expect them to respect the confidentiality of all information they have access to. Your personal information may also be exposed from time to time to maintenance and support people acting in the normal course of their work. Again, we expect them to respect the confidentiality of all information they have access to.

By using our website, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected that information direct from you and if it is material of a type which you would reasonably expect to receive from us. Such information would include changes or developments in the law which are relevant to your business or top the work we have done for you.

We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communication of this nature.

We have a legal commitment as part of the rules under which we operate as a law firm, to treat any information we collect from you as confidential. It is what lawyers do.

We have no interest in and promise not to, spam, sell or rent your email address.

We have a policy to uphold Australian Privacy Principles. This includes:

- taking precautions against being hacked.
- purging out-of-date customer database records
- acting on email list Unsubscribe requests
- keeping our Privacy Policy up to date

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

If you have an issue with our collection of personal information you should first call us to discuss your grievance. We will do all we can to satisfy your concerns. Our contact details are:

Business Law Advisory, 133 Main Creek Road, Red Hill Vic. 3935. Tel: 0418 317 606.

Email: lawyer@hercules.net.au

If you are not happy with the results of that call, you have a right to make a complaint to the Office of the Australian Information Commissioner.

Tel: 1300 363 992

Website: <https://www.oaic.gov.au/>