

1. Introduction

Imagine Nation Pty Ltd and / or its affiliates (hereinafter collectively referred to as "noggins.co," the "Company," "we," "us," and "our,") respect your privacy and are committed to protecting it. This policy describes:

- a. the types of information that noggins.co may collect from you when you access or use its websites, applications, and other online services (collectively, referred as "Services"); and
- b. its practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to the information noggins.co collects through its Services, in email, text and other electronic communications sent through or in connection with its Services.

This policy does not apply to information that you provide to, or that is collected by, any third-party, such as Businesses to which you provide patronage, or social media platforms. noggins.co encourages you to consult directly with such third-parties about their privacy practices.

Please read this policy carefully to understand noggins.co policies and practices regarding your information and how we will treat it. By accessing or using its Services you agree to this Privacy Policy, and you are consenting to noggins.co collection, use, disclosure, retention, and protection of your personal information as described here. If you do not provide the information doli requires, noggins.co may not be able to provide all of its Services to you.

Your information may be collected, used, disclosed, retained, and will be protected in accordance with this policy as well as any applicable laws. Data may be transferred to other noggins.co entities, and noggins.co may process and retain your personal information on noggins.co or third-party servers in data centres located outside of the country in which you reside, which have contractual relationships with noggins.co.

This policy may change from time to time, your continued use of noggins.co's Services after it makes any change is deemed to be acceptance of those changes, so please check the policy periodically for updates.

2. Collection of Personal Information

Your Personal Information ("PI") is the information that can be associated with a specific person and could be used to identify that specific person whether from that data, or from the data and other information that we have or are likely to have access to. We do not consider personal information to include information that has been made anonymous or aggregated so that it can no longer be used to identify a specific person, whether in combination with other information or otherwise. When you engage in certain activities using the Services, such as completing the sign up or sign in process, registering a Business, contacting us, requesting information, interacting via social media, or participating in a promotion, we may ask you to provide certain information about yourself by filling out and submitting an online form. It may include, but is not limited to, your name, email address, physical address, and phone number. It is optional for you to engage in these activities, and therefore provide your PI, but please note that we may not be able to provide certain Services without such information being made available.

3. Use of Personal Information

Noggins.co recognises and appreciates the importance of responsible use of this information. We use the information we collect for a variety of purposes, including but not limited to:

- a. Process and respond to your queries
- b. Understand our users (what they do on our Services, what features they like, how they use them, etc.), improve the content and features of our Services and process.
- c. Administer our Services and diagnose technical problems.
- d. Send you communications that you have requested or that may be of interest to you by way of social media, emails, telephone calls, or any other mode of communication.
- e. Enable us to show you ads.
- f. Generate and review reports and data about, and to conduct research on, our user base and Service usage patterns.
- g. Administer promotions.
- h. Provide you with customer support.
- i. Provide you with policies about the Services.
- j. Carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- k. Notify you about changes to our Services.
- l. Allow you to participate in interactive features offered through our Services.
- m. In any other way we may describe when you provide the information.
- n. For any other purpose with your consent.

4. Sharing Information we collect

We may disclose personal information that we collect, or you provide, as described in this privacy policy, in the following ways:

- a. To our subsidiaries and affiliates, which are entities under common ownership or control of our ultimate parent company Imagine Nation Pty Ltd.
- b. To contractors and other third-parties whom we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- c. To fulfil the purpose for which you provide it.
- d. For any other purpose disclosed by us when you provide the information.
- e. Some of our products, services and databases are hosted by third party hosting services providers. We also may use vendors for other projects, such as conducting surveys or organizing promotions for us. We may share information about you with these vendors only to enable them to perform their services.
- f. We may share your information when we believe in good faith that such sharing is reasonably necessary in order to investigate, prevent, or act regarding possible illegal activities or to comply with legal process. We may also share your information to investigate and address threats or potential threats to the physical safety of any person, to investigate and address violations of this Privacy Policy or the Terms of Service, or to investigate and address violations of the rights of third parties and / or to protect the rights, property, and safety of noggins.co, our employees, users, or the public. This may involve the sharing of your information with law enforcement, government agencies, courts, and / or other organizations on account of legal request such as subpoena, court order or government demand to comply with the law.
- g. If you interact with social media features on our Services, such as but not limited to, Facebook and Instagram, features on these platforms may collect information about your use of the Services, as well as post information about your activities on the social media service. Your interactions with social media companies are governed by their privacy policies.
- h. To enforce or apply our Terms of Service and other agreements.
- i. If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of noggins.co, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection.
- j. We may share your information in any other circumstances where we have your consent.

5. Updating your Personal Information

You have the right to access and correct your personal information and privacy preferences.

We will take reasonable steps to accurately record the personal information that you provide, and any subsequent updates, to us. noggins.co will endeavour to process any authentic updates as soon as possible except where noggins.co, acting reasonably believes;

- a. your requests are abusive or unreasonably excessive,
- b. the rights or safety of another person or persons would be encroached upon, or
- c. the information or material you request relates to existing or anticipated legal proceedings between you and us, or providing access to you would prejudice negotiations between us or an investigation of possible unlawful activity. Your right to review, update, correct, and delete your information is subject to our records retention policies and applicable law, including any statutory retention requirements.

Your right to review, update, correct, and delete your personal information may also be limited, subject to the law of your jurisdiction.