

# Privacy Policy

How we handle your personal information

## 1. Your privacy is important to us

We know that how we collect, use, exchange and protect your information is important to you, and we value your trust. Sky Blue Customer Experience Services PTY LTD ('Sky Blue') is committed to protecting your information and being clear about what we do with it is a vital part of our relationship with you.

This Privacy Policy is for visitors to our website and any external stakeholders to our business. This policy is based on the Privacy Act and the Australian Privacy Principles (APPs)

## 2. About Sky Blue Customer Experience Services

Sky Blue specialise in working with businesses to better understand and improve their customer's experience with them. In doing so we drive business profitability by creating more customer and employee advocates. Advocating customers spend more, cost less to serve, are less likely to churn, are engaged in the business's success and refer other customers.

Our core services include:

- Customer research
- Customer journey design
- Employee training
- Leadership workshops and strategy consulting
- Implementing and maintaining customer survey programs

## 3. Information Collection

This section outlines how Sky Blue will use data collected.

### 3.1 What Information We Collect

We may collect and hold personal information about you, that is, information that can identify you, as is relevant to providing you with the services you are seeking, including:

- your name;
- date of birth;
- contact details (including address, email address, phone number);
- any information about how you use or clients products and services; and
- survey response information

You may change your details at any time by advising us in writing via email. All information we receive is protected by our secure server. Furthermore, all personal information collected is secured against unauthorized use or access.

### 3.2 How We Collect Information

We collect information from you using the following methods:

- When you phone or email us;
- When you fill out the contact us form on our website;
- Information that is publicly available;
- Information that is provided by advisers; and
- When you complete a survey sent by us or one of our clients.

### 3.3 How We Use Your Information

Generally, we only use or disclose personal information about you for the purposes for which it was collected. We collect personal information about you to:

- Establish your identity;
- Manage our relationship with you;
- Maximise the services that we provide to you;
- Contact you;
- Conduct and improve our businesses and improve your customer experience;
- To provide you with direct marketing as outlined in 3.4;
- We may also collect, use and exchange your information in other ways where permitted by law.

Information collected will not be used for any other purpose. Details are only supplied to a third party supplier when it is required by law, or to protect our copyright, trademarks and other legal rights.

### 3.4 Direct marketing

We may use personal information collected from you for the purpose of providing you with direct marketing material, updates regarding our website and industry information. However, if you wish to cease receiving any such information you may let us know either by email or unsubscribing at any time and your request will be actioned immediately.

### 3.5 Third parties

- We may exchange your information with third parties where this is permitted by law.

- We do not and will not sell or deal in personal or customer information. We will never:

disclose your personal information to a third party except the necessary information required by providers of products or services you have purchased or to protect the rights, property or safety of Sky Blue, our customers or third parties or if required by law.

- We may however use in a general sense without any reference to your name, your information to create marketing statistics, identify user demands and to assist it in meeting customer needs generally. In addition, we may use the information that you provide to improve our website and services but not for any other use.

### 3.6 Cookies

- A cookie is a small file placed in your web browser that collects information about your web browsing behaviour. Use of cookies allows a website to tailor its configuration to your needs and preferences. Cookies do not access information stored on your computer or any personal information. Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. This may, however, prevent you from taking full advantage of our website.

- Our website uses cookies to analyse website traffic and help us provide a better website visitor experience. In addition, cookies may be used to serve relevant ads to website visitors through third party services such as Google AdWords. These ads may appear on this website or other websites you visit.

## 4. Keeping your information secure

We receive and store information outlined in 3.1. We keep your hard-copy or electronic records on our premises and systems or offsite using trusted third parties. Our security safeguards include:

- Employee education
- Office Security
- Destroying data when no longer required

- Periodical updates of our security measures in light of current technologies

## 5. Confidentiality

We will use all reasonable means to protect the confidentiality of your personal information while in our possession or control. We will not knowingly share any of your personal information with any third party other than our service providers who assist us in providing the information and/or services we are providing to you.

Any non-personal information, communications and material you send to this website or to us by email, or which we obtain from third parties without promises of confidentiality, may be kept, used and disclosed by us on a non-confidential basis. We are free to use and reproduce any such information freely, and for any purpose whatsoever.

## 6. Making a privacy complaint

If you have a concern about your privacy, you have a right to make a complaint and we'll do everything we can to put matters right. To lodge a complaint, please get in touch with us using your point of contact or via the contact us page on our website.

## 7. Privacy Policy Changes

This policy is subject to change. We may modify this policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications on this website. Please return periodically to review our privacy policy.

If you have any questions or concerns at any time about our privacy policy or the use of your personal information, please contact us via the contact us page on our website.