

ROYALLE MODELLING PRIVACY POLICY

Last Updated: August 2024

1. Introduction

At Royale Modelling, we are committed to protecting your privacy and ensuring that your rights are upheld. This Privacy Policy outlines our approach to handling your Personal Information and describes how we collect, use, manage, and disclose your personal and sensitive data.

We comply with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth). These principles guide us in how we manage your Personal Information throughout its lifecycle. For more details on the APPs, you can visit the Office of the Australian Information Commissioner's website.

2. Definition of Personal Information

Under the Privacy Act 1988 (Cth), Personal Information refers to any information or opinion about an individual whose identity is apparent or can reasonably be determined.

3. Types of Personal Information We Collect

We collect various types of Personal Information, which may include, but are not limited to, your name, contact details (such as phone numbers and email addresses), physical measurements, photographs, videos, and identification documents (e.g., passports, driver's licenses). This Privacy Policy applies to anyone who interacts with Royale Modelling, excluding direct employees.

Personal Information is collected through multiple channels, including face-to-face interactions, interviews, phone calls, emails, social media platforms, our website at www.royallemodelling.com.au, and other publicly accessible sources. We gather this information primarily to provide our services, to share relevant information with potential clients, and for marketing purposes. You may opt out of receiving our marketing communications at any time by contacting us in writing.

Whenever we collect your Personal Information, we will, where possible, inform you of the reasons for its collection and how we intend to use it.

4. Types of Sensitive Information We Might Collect

Sensitive Information, as defined by the Privacy Act, may include your racial or ethnic background, political beliefs, religious or philosophical beliefs, trade union membership, criminal history, and health information.

We will only use Sensitive Information:

For the purpose it was originally collected.

For purposes directly related to the original intent.

With your explicit consent; or as required or permitted by law.

5. Disclosure of Personal Information

Your Personal Information may be shared under certain circumstances, including but not limited to:

For Clients and Talent: Depending on the service we are providing, we may need to share your Personal Information with service providers relevant to the completion of that service.

For Customers and Participants: If you participate in an event, your Personal Information may be shared with clients and venues necessary for event coordination. Additionally, we may use images or recordings of you for promotional purposes where this is reasonably expected.

Disclosure to Contractors and Service Providers: We may share your Personal Information with third parties that assist us in delivering our services, such as IT support, data processing, website management, market research, and more. This information may also be shared with related entities of Royale Modelling, both in Australia and internationally.

Communication from Third Parties: In cases where your Personal Information is shared with third parties, they may contact you directly to provide information about their privacy practices.

Use and Disclosure for Internal Purposes: We may use and disclose your Personal Information for various internal purposes, including:

Managing billing and payments.

Overseeing service planning, quality control, and performance evaluation.

Conducting statistical and analytical reporting.

Training and development of our staff and contractors.

Managing legal obligations, including liaising with legal advisers and responding to legal orders.

Other Uses and Disclosures: We may also use and disclose your Personal Information for purposes disclosed to you at the time of collection or as otherwise outlined in this Privacy Policy. Compliance with legal obligations may also necessitate disclosure.

6. Security of Personal Information

We take the security of your Personal Information seriously and have implemented robust measures to protect it from unauthorized access, misuse, loss, or disclosure. Whether stored electronically or in physical format, your information is safeguarded by our security protocols.

When your Personal Information is no longer needed for its original purpose, we will take reasonable steps to securely destroy or de-identify it. However, certain records may be retained for a minimum period of seven years, as required by law or for legitimate business purposes.

We regularly review and update our IT systems to prevent unauthorized access and ensure that physical files are securely stored. Access to your information is limited to authorized team members who require it for their work, as well as any individuals you have granted permission to access it.

In the event of a data breach, such as unauthorized access or disclosure, we will follow the Office of the Australian Information Commissioner's Data Breach Notification guidelines. Our goal is to promptly inform you of any risks so that you can take appropriate action.

7. Marketing Our Products and Services to You

We may use your Personal Information to inform you about products and services that may interest you. If you no longer wish to receive marketing communications from us, you can unsubscribe at any time. We do not sell your Personal Information to third parties for their marketing purposes.

8. Accessing or Correcting Your Information

Maintaining accurate and up-to-date Personal Information is important to us. You have the ability to access and update your information directly via your portfolio interface. If any information we hold is inaccurate or outdated, please update it promptly or notify us so we can correct our records.

In certain situations, we may refuse requests to access your information. For example, if access would reveal information about another person, involve commercially sensitive data, or is restricted by law. If we deny your request, we will provide the reason for the refusal.

9. Imagery, Likeness, and AI Technology

Royalle Modelling retains full ownership of all imagery featured in model portfolios on our website. We do not permit the use of any imagery or likeness of our models in AI technology without our explicit prior written consent. This includes, but is not limited to, any reproduction or simulation of our models' images or likeness. Unauthorized use will result in legal action, including the pursuit of damages and injunctive relief.

10. Changes to This Policy

This Privacy Policy may be updated periodically to reflect changes in our practices or for other operational, legal, or regulatory reasons. The most current version will be available on our website and will take effect immediately upon posting.

11. Privacy Policy Complaints and Enquiries

If you have any questions, concerns, or complaints regarding our Privacy Policy, please contact us at:

Email: info@royallemodelling.com.au

Address: 55 Pyrmont Bridge Road, Pyrmont, NSW, 2009

Phone: (+61) 2 8527 3450