



# Privacy Policy

# INTERACTIVE PRIVACY POLICY

## Privacy Policy

Interactive Pty Ltd ("Interactive") and its subsidiaries respect and uphold your right to privacy protection under the *Privacy Act 1988* (Cth) (the "Act"). We comply with the Australian Privacy Principles (APPs) under the Act in respect of the collection, use, disclosure, and handling of personal information from individuals. This privacy policy details the practices we have adopted to protect your privacy so that you can feel confident about how we manage the personal information you entrust to us. References to "our", "us" and "we" in this policy are references to Interactive and each subsidiary.

## When does this Policy apply?

This Policy applies if you are one of our clients, suppliers, vendors, partners, a prospective employee, or use any of our services, or if you visit our website at [www.interactive.com.au](http://www.interactive.com.au) ("Site").

By providing personal information to us, you authorise us to collect, hold, use, disclose and otherwise process that information in accordance with, and for the purposes specified in this policy.

## When do we collect personal information?

Under the Act, personal information is any "information or an opinion about an identified individual, or an individual who is reasonably identifiable:

- Whether the information or opinion is true or not; and
- Whether the information or opinion is recorded in a material form or not".

We collect personal information (including contact name, telephone number, address details, email addresses, identity details such as your photo or image, occupation, employer, education and qualifications, including via CCTV etc) in a range of contexts including:

1. When entering into relationships with new clients;
2. When individuals apply for employment with us;
3. When we have requested information via our Site or through social media accounts (including personal information that is publicly available);
4. When visitors, contractors, and other client personnel attend our facilities;
5. When providing services to our clients;
6. When you enter into a giveaway or promotional activities with us.

You do not have to provide us with your personal information, you may choose to remain anonymous or use a pseudonym. However, we will not be able to provide you with the services or information you have requested or allow you entry to our facilities.

### **What do we do with your personal information?**

We will only use or disclose your personal information for purposes permitted under the Act, including for the purpose for which it was collected, related purposes that you would reasonably expect, purposes to which you have consented, or as otherwise required or authorised by law. These purposes may include:

- To enable us to provide services to our clients;
- To communicate information about our services;
- For our internal administrative, planning, product development, and research requirements;
- To market our products and services;
- To manage relationships with our staff, contractors, agents, affiliates and other service providers;
- To manage safety and security at our facilities; and
- To consider the suitability of applicants for employment with us.

### **Disclosure of Personal Information**

We may outsource some of our functions (including as part of the provision of services) to third parties, which may involve the disclosure of personal information to, or processing of personal information by, third parties. The third parties may operate in part or fully outside Australia. We will take reasonable steps to ensure that these third parties do not process the information for purposes other than for which the information is disclosed. Where we disclose personal information to overseas recipients, we will take such steps as are reasonable in the circumstances to ensure that the recipient handles the personal information in accordance with the Australian Privacy Principles or is otherwise subject to privacy protections substantially similar to the Australian Privacy Principles.

We may also disclose personal information to other third parties, including government and law enforcement entities where required or authorised by law.

## **Data Breaches**

If we become aware of an eligible data breach involving personal information that we hold, we will comply with our obligations under the Act, including notifying affected individuals and the Office of the Australian Information Commissioner where required by law.

## **Opting-Out**

At any time you may opt-out of receiving any communications from us (other than as required for the operation of our business e.g. regarding payment of accounts) by either clicking on the unsubscribe feature in email communications or contacting us on the contact details included in this policy.

## **Automated Decision-Making**

We may use computer programs, automated systems and artificial intelligence technologies to support our business operations and decision-making activities.

Where personal information is used in connection with these technologies, we will maintain appropriate oversight, governance and risk management processes and provide any information required by law regarding automated decision-making processes that may significantly affect an individual's rights or interests.

## **How we use "cookies", "log files", "pixels" and "tags"?**

### **Cookies**

We log IP addresses (i.e. the electronic addresses of computers connected to the internet) for:

- controlling SPAM and preventing malicious attacks on our Site;
- improving your browsing experience;
- monitoring, tracking and analysing the use of our Site by you; and
- providing targeted ads.

### **Use of Remarketing Tools**

We also use Google remarketing, Facebook remarketing, LinkedIn remarketing, pixel tags, and other similar technologies to track behaviours over the internet and/or combine it with other information we collect to advertise online. Third-party vendors, including Google, show our ads on sites across the internet and use cookies to serve ads based on past visits to our Site. Visitors to the Site can opt out of Google's use of cookies by visiting Google's Ads Settings <http://www.google.com/settings/ads> or by visiting the Network Advertising Initiative opt out page [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

## **What do we do to safeguard personal information?**

We take all reasonable steps to maintain the security of the personal information we collect and hold, most of which is in electronic records. We use a variety of secure techniques to protect your information, including secure servers, encryption, and firewalls.

We will only keep your personal information to the extent it is necessary for one of the purposes for which we have collected it or as otherwise required or permitted by law. We will take reasonable steps to destroy or permanently de-identify your personal information when it is no longer required. We may use any de-identified information for marketing purposes, to improve products and services that we provide to our customers and for research purposes

## **Access and Correction**

At your written request, we will provide you with access to or correct your personal information. We will respond to requests within the timeframes required under the Act. We may refuse access in circumstances which are set out in the Act (APP 12), such as where providing you with access would unreasonably impact on the privacy of others or where we are required or authorised by law to deny access. If we refuse your request, we will explain our decision in writing.

Interactive will not charge a fee for making a request to access personal information. However, where permitted by law, Interactive may charge a reasonable fee for providing access to personal information.

If your personal details change, you may ask us to correct or update it. If we do not agree that your information needs correcting, we will explain our decision in writing.

To request access to or correction of your personal information, please contact us on the contact details included in this policy.

## **Links**

Our Site may contain links to other sites operated by third parties. We make no representations or warranties as to the privacy practices of any third-party site and are not responsible for the privacy policies of other sites.

## **Future Changes to our Privacy Policy**

We may change this policy from time to time and will post an updated version of this policy on our Site. Please check the Site to see whether there any been any changes. Any changes will take effect from the date the updated document is posted. This document represents our policy as at 21 August 2026.

## **Contacting Us**

If you have any questions about our privacy policy, or any complaint regarding the treatment of your information or wish to make an access or correction request, you may contact us as follows:

### **By phone:**

(03) 9921 8444

### **By Email:**

[legal@interactive.com.au](mailto:legal@interactive.com.au)

### **By Post:**

Interactive Pty Ltd  
C/- Company Secretary  
PO Box 5100  
Garden City VIC 3207

## **Complaints Handling**

We will investigate and respond to any privacy complaints we receive within a reasonable period. We may need to request more information from you, and we may propose a resolution to your complaint. If you are not satisfied with our response to your complaint, you may contact the Office of the Australian Information Commissioner. at [www.oaic.gov.au](http://www.oaic.gov.au).