

# BRAID&BOND

## Privacy Policy

[braid-bond.com](http://braid-bond.com) | [info@braid-bond.com](mailto:info@braid-bond.com)

South Australia | Governing law: Privacy Act 1988 (Cth) | Australian Privacy Principles

Version	Effective date	Last reviewed
1.0	27/04/2026	27/04/2026

## OVERVIEW

Braid&Bond ("we", "us", "our") is committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, store, disclose, and protect your personal information when you:

- ◆ visit our website at [braid-bond.com](http://braid-bond.com)
- ◆ book or attend a Braid&Bond workshop session
- ◆ purchase a digital product from us (including our beginner ebook)
- ◆ contact us by email, phone, or social media
- ◆ subscribe to our email communications

We handle your personal information in accordance with the Privacy Act 1988 (Cth) ("the Act") and the thirteen Australian Privacy Principles (APPs) contained in that Act.

Please read this Privacy Policy carefully. By using our website or engaging our services, you acknowledge that you have read and understood this Policy.

## 1. ABOUT US

Braid&Bond is a South Australian small business operating hair braiding workshops for dads and providing related digital educational products.

Business name	Braid&Bond
Website	<a href="http://braid-bond.com">braid-bond.com</a>
Email	<a href="mailto:info@braid-bond.com">info@braid-bond.com</a>
Location	South Australia
Abn	60 211 478 550

## 2. WHAT PERSONAL INFORMATION WE COLLECT

"Personal information" means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not and whether recorded in a material form or not (s.6, Privacy Act 1988 (Cth)).

### 2.1 Information you provide directly

We collect personal information that you voluntarily provide when you:

- ◆ Complete a workshop booking — name, email address, phone number, and the age and first name of your child
- ◆ Submit a contact form on our website — name, email address, and message content
- ◆ Purchase an ebook or digital product — name, email address, and payment information (processed securely by our payment provider — we do not store your card details)
- ◆ Subscribe to our email list — name and email address
- ◆ Request a gift voucher — name, email address, and recipient details
- ◆ Apply for a contractor role — name, contact details, qualifications, and work history

## 2.2 Information about children

Because our workshops involve children, we collect limited information about participants' children — specifically their first name and approximate age — solely for the purpose of facilitating the workshop session. We do not collect sensitive information about children, and we take additional care in handling this information.

We treat information about children with heightened care and do not use it for any purpose other than delivering and improving our workshop services.

## 2.3 Information collected automatically

When you visit braid-bond.com, we may automatically collect certain technical information including:

- ◆ Your IP address and approximate location (country or region)
- ◆ Browser type, device type, and operating system
- ◆ Pages visited, time spent on pages, and links clicked
- ◆ Referring website or search term that brought you to our site

This information is collected via website analytics tools (such as Wix Analytics or Google Analytics) and is generally not linked to your identity. It is used to understand how our website is used and to improve your experience.

## 2.4 Cookies

Our website uses cookies — small text files stored on your device — to enable website functionality, remember your preferences, and collect analytics data. By using our website, you consent to the use of cookies in accordance with this Policy.

Most web browsers allow you to control cookies through your browser settings. Disabling cookies may limit your ability to use some features of our website.

## 2.5 What we do not collect

We do not intentionally collect sensitive information (as defined by the Act) including racial or ethnic origin, health information, religious beliefs, sexual orientation, or criminal records, unless you choose to disclose this to us voluntarily. If you do so, we will handle it with additional care and will only use it for the purpose for which it was provided.

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## 3. HOW WE COLLECT PERSONAL INFORMATION

We collect personal information in the following ways:

- ◆ Directly from you — when you complete a booking form, contact us, make a purchase, or subscribe to communications
- ◆ Automatically — through our website analytics tools and cookies when you visit braid-bond.com
- ◆ From third-party platforms — when you interact with our social media pages (Instagram @braid.bond, Facebook), or when you make a payment through a third-party payment processor
- ◆ From referees or third parties — for contractor applicants, we may collect information from referees you provide

We only collect personal information by lawful and fair means, and not in an unreasonably intrusive way (APP 3).

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## 4. WHY WE COLLECT AND USE PERSONAL INFORMATION

We collect and use your personal information for the following primary purposes:

- ◆ Processing and managing workshop bookings and confirming your registration
- ◆ Delivering workshop sessions and communicating relevant session information to you
- ◆ Processing purchases of digital products and sending you download access
- ◆ Sending you booking confirmations, receipts, and service-related communications
- ◆ Responding to your enquiries and providing customer support
- ◆ Sending marketing communications (where you have consented or we have a legitimate interest)
- ◆ Improving our website, workshop curriculum, and digital products
- ◆ Complying with our legal obligations, including child safety requirements
- ◆ Assessing contractor applications and engaging contractors

We will not use your personal information for a purpose other than those listed above (or a directly related purpose) without your consent, unless we are required or authorised to do so by law (APP 6).

### MARKETING COMMUNICATIONS

We may send you marketing emails about upcoming workshops, new products, or Father's Day promotions if you have subscribed to our email list or have recently purchased from or attended a Braid&Bond workshop.

You can unsubscribe from marketing communications at any time by clicking the unsubscribe link in any email, or by emailing us at [info@braid-bond.com](mailto:info@braid-bond.com).

We will not send you unsolicited marketing communications in a manner that contravenes the Spam Act 2003 (Cth).

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## 5. WHO WE SHARE YOUR INFORMATION WITH

We do not sell, trade, or rent your personal information to third parties. We may disclose your personal information to third parties in the following limited circumstances:

### 5.1 Service providers

We share information with trusted third-party service providers who assist us in operating our business, including:

- ◆ Website hosting and platform — Wix.com (website platform and contact form processing)
- ◆ Email marketing — the email marketing platform we use to send communications (e.g. Mailchimp or similar)
- ◆ Payment processing — our payment processor handles payment card data securely. We do not store your full card details
- ◆ Digital product delivery — the platform used to deliver ebook downloads (e.g. Gumroad)
- ◆ Analytics — Google Analytics or Wix Analytics for website usage data

We take reasonable steps to ensure our service providers are bound by privacy obligations consistent with this Policy and the Act.

### 5.2 Workshop contractors

Where we engage a contracted workshop facilitator, we may share participant first names and session details with that contractor for the sole purpose of facilitating the session. Our contractors are bound by confidentiality obligations.

### 5.3 Legal requirements

We may disclose your personal information if we are required to do so by law, court order, or to comply with a regulatory obligation. We may also disclose information where we reasonably believe it is necessary to prevent or lessen a serious and imminent threat to a person's life, health, or safety.

### 5.4 Overseas disclosure

Some of our third-party service providers (including website platforms and email tools) may store or process data on servers located outside Australia, including in the United States and European Union. By using our services, you consent to the transfer of your information to these jurisdictions. We take reasonable steps to ensure overseas recipients handle your information consistently with the Australian Privacy Principles (APP 8).

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## 6. STORAGE AND SECURITY OF YOUR INFORMATION

We take reasonable steps to protect the personal information we hold from misuse, interference, loss, and from unauthorised access, modification, or disclosure (APP 11).

Our security measures include:

- ◆ Secure socket layer (SSL/TLS) encryption on our website
- ◆ Password protection and access controls on our accounts and systems
- ◆ Use of reputable, secure third-party platforms for payment processing and data storage
- ◆ Limiting access to personal information to those who need it to perform their role

Despite these measures, no internet transmission or electronic storage is completely secure. We cannot guarantee the absolute security of information transmitted to us over the internet, and any transmission is at your own risk. If you become aware of any breach of security, please contact us immediately at [info@braid-bond.com](mailto:info@braid-bond.com).

### 6.1 Retention

We retain your personal information for as long as it is needed to fulfil the purposes for which it was collected, or as required by law. When information is no longer needed, we will take reasonable steps to destroy or de-identify it. Specifically:

- ◆ Workshop booking records are retained for a minimum of 7 years for accounting and compliance purposes
  - ◆ Email marketing subscriber data is retained until you unsubscribe
  - ◆ Contact form enquiries are retained for 12 months or until resolved, whichever is longer
  - ◆ Contractor application information is retained for 12 months after the application is decided
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## 7. YOUR RIGHTS AND HOW TO ACCESS YOUR INFORMATION

Under the Privacy Act 1988 (Cth) and the Australian Privacy Principles, you have the right to:

### 7.1 Access your personal information (APP 12)

You may request access to the personal information we hold about you. We will respond to your request within 30 days. We will provide access unless an exception applies under the Act (for example, where

access would pose a serious threat to the safety of another person, or where it would prejudice legal proceedings).

We will not charge a fee for making an access request, but may charge a reasonable fee to cover our costs in providing access where the request requires significant effort.

## 7.2 Correct your personal information (APP 13)

If you believe the personal information we hold about you is inaccurate, out of date, incomplete, irrelevant, or misleading, please contact us and we will take reasonable steps to correct it within 30 days.

## 7.3 Opt out of marketing communications

You may opt out of receiving marketing communications from us at any time by clicking the unsubscribe link in any email or contacting us at [info@braid-bond.com](mailto:info@braid-bond.com).

## 7.4 Withdraw consent

Where we rely on your consent to collect or use your information (for example, for photo and social media use), you may withdraw that consent at any time by contacting us. Withdrawal of consent does not affect the lawfulness of any use prior to your withdrawal.

### HOW TO MAKE A PRIVACY REQUEST

Email: [info@braid-bond.com](mailto:info@braid-bond.com)

Subject line: Privacy Request

Include: your full name, contact details, and a description of your request.

We will respond within 30 days of receiving your request.

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## 8. PRIVACY OF CHILDREN

Our workshops involve children as participants. We collect limited information about children (first name and approximate age) solely to facilitate workshop delivery. We do not use this information for marketing, profiling, or any purpose unrelated to the workshop.

Parents and guardians who attend workshops with their children are responsible for managing their child's participation and for reading this Privacy Policy on their child's behalf.

We do not knowingly collect personal information directly from children through our website or digital products.

If you believe we have inadvertently collected personal information about a child without appropriate consent, please contact us at [info@braid-bond.com](mailto:info@braid-bond.com) and we will take prompt steps to delete that information.

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## 9. PHOTOGRAPHY, VIDEO, AND SOCIAL MEDIA

We may take photographs or video during workshop sessions for use in our marketing materials, website, and social media channels (including Instagram [@braid.bond](https://www.instagram.com/braid.bond) and Facebook). Because children are present at our workshops, we require explicit written consent from the parent or guardian before taking or using any image or footage in which a child appears.

Consent for photography and social media use is collected via our participant consent form at the time of booking or at the start of each session. Participation in the workshop is not conditional on providing consent to be photographed.

If you have previously provided consent and wish to withdraw it, please contact us at [info@braid-bond.com](mailto:info@braid-bond.com). We will not use new images of you or your child following withdrawal of consent, but previously published images may not be immediately removable from all platforms.

## 10. AUSTRALIAN PRIVACY PRINCIPLES — COMPLIANCE SUMMARY

The following table summarises how this Privacy Policy addresses each of the 13 Australian Privacy Principles:

APP	Principle	How Braid&Bond addresses it	Applies
1	<b>Open and transparent management</b>	This Privacy Policy is publicly available on our website and explains our information handling practices.	YES
2	<b>Anonymity and pseudonymity</b>	Where practicable, you may interact with us anonymously (e.g. browsing our website). Booking requires identification.	YES
3	<b>Collection of solicited information</b>	We collect only personal information that is reasonably necessary for our functions. See section 2.	YES
4	<b>Unsolicited information</b>	If we receive unsolicited information we did not need, we will destroy or de-identify it as soon as practicable.	YES
5	<b>Notification of collection</b>	We notify you of collection at the point of collection (booking form, contact form) and through this Policy.	YES
6	<b>Use and disclosure</b>	We use information only for the purpose collected or a directly related purpose. We do not sell your data. See section 4-5.	YES
7	<b>Direct marketing</b>	We only send marketing communications where you have consented or we have a legitimate interest. Easy opt-out provided.	YES
8	<b>Cross-border disclosure</b>	Some service providers are overseas. We take reasonable steps to ensure consistent APP compliance. See section 5.4.	YES
9	<b>Government identifiers</b>	We do not collect or use government identifiers (e.g. tax file numbers) except as required by law.	N/A
10	<b>Quality of information</b>	We take reasonable steps to ensure information is accurate, up to date, and complete.	YES
11	<b>Security of information</b>	We implement reasonable technical and administrative security measures. See section 6.	YES
12	<b>Access to information</b>	You have the right to access information we hold about you. We respond within 30 days. See section 7.1.	YES
13	<b>Correction of information</b>	You can request correction of inaccurate information. We respond within 30 days. See section 7.2.	YES

## 11. PRIVACY COMPLAINTS

If you believe we have breached your privacy or failed to comply with the Australian Privacy Principles, we encourage you to contact us first so we can resolve your concern directly.

**HOW TO MAKE A COMPLAINT**

Email: [info@braid-bond.com](mailto:info@braid-bond.com)  
Subject line: Privacy Complaint  
Include: your name, contact details, description of your concern, and what outcome you are seeking.  
We will acknowledge your complaint within 5 business days and aim to resolve it within 30 days.  
If we cannot resolve your complaint to your satisfaction, or if we fail to respond within 30 days, you may refer your complaint to the Office of the Australian Information Commissioner (OAIC).

**Office of the Australian Information Commissioner (OAIC)**

Website: [oaic.gov.au](http://oaic.gov.au)  
Phone: 1300 363 992  
Post: GPO Box 5218, Sydney NSW 2001  
The OAIC can receive and investigate complaints relating to alleged breaches of the Australian Privacy Principles by APP entities.

**12. THIRD PARTY LINKS**

Our website may contain links to third-party websites, including social media platforms (Instagram, Facebook) and booking or payment tools. These third-party websites have their own privacy policies, which we encourage you to read. We are not responsible for the privacy practices of third-party websites and this Policy does not apply to them.

**13. CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we make material changes, we will update the effective date at the top of this document and, where appropriate, notify you by email or a notice on our website.  
We encourage you to review this Privacy Policy periodically. Your continued use of our website or services after any changes constitutes your acceptance of the updated Policy.

**14. CONTACT US**

If you have any questions about this Privacy Policy, or about how we handle your personal information, please contact us:

<b>Business name</b>	Braid&Bond
<b>Email</b>	<a href="mailto:info@braid-bond.com">info@braid-bond.com</a>
<b>Phone</b>	0488 448 859
<b>Website</b>	<a href="http://braid-bond.com">braid-bond.com</a>
<b>Instagram</b>	<a href="https://www.instagram.com/braid.bond">@braid.bond</a>
<b>Location</b>	South Australia, Australia

**LEGAL DISCLAIMER**

This Privacy Policy has been prepared for Braid&Bond based on the Privacy Act 1988 (Cth) and the thirteen Australian Privacy Principles as at the date of preparation.

Note: Small businesses with an annual turnover of A\$3 million or less are generally exempt from the Privacy Act 1988 (Cth). However, Braid&Bond has chosen to adopt this Privacy Policy as a matter of best practice, to build trust with participants and customers, and in anticipation of business growth.

This document does not constitute legal advice. Braid&Bond should seek independent legal advice to confirm this Policy meets its specific obligations, particularly regarding the collection of information about children.

Braid&Bond | [braid-bond.com](http://braid-bond.com) | Build Confidence. Build Connection.