

*This policy is effective from 14th May 2015.*

This privacy policy sets out how Simply Intuitive uses and protects any information that you and/or your clients give Simply Intuitive when you use this website and your online appointment book.

Simply Intuitive is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website or your online appointment book, then you can be assured that it will only be used in accordance with this privacy statement.

Simply Intuitive may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

## **What we collect**

We collect data in two ways: from you with regard to your online appointment book, and from your clients with regard to their bookings.

During the creation and usage of your online appointment book, we may collect the following information from you:

- business name and address
- contact information including email address and phone number
- employee information including name, email address and phone number
- client information including name, email address and phone number
- login information including IP address and country of origin

During the creation and management of bookings by clients, in your online appointment book, we may collect the following information from them:

- name
- email address

- phone number
- address
- booking notes
- login information including IP address and country of origin

What we do with the information we gather

We require this information for the functioning of your online appointment book, in particular for the following reasons:

- automated and direct communication with you regarding your account
- automated communication with clients regarding their bookings
- communication initiated by you with your client
- billing and payment
- security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## Who owns the data

All data entered by you or your clients is owned by the owner of the online appointment book. Upon request, this data may be provided to you in the form of a comma-separated value (CSV) file that may be imported into Microsoft Excel or another appointment system. Requests may be made for this data up to 30 days after termination of an online appointment book, however these requests are subject to approval.

We will not sell, distribute or lease your personal information to third parties. All information supplied to us is solely used for the functioning of your online appointment book.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. When you log in to your online appointment book, a “first-party” cookie is used to identify you as being logged in, allowing access to restricted content and settings.

We use “third-party” traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. All data collected for traffic logging is anonymous and can not be used to identify an individual user.

Due to the usage of cookies for login purposes, you will not be able to use your online appointment book without accepting first-party cookies from ipointments.com.au. However, it is possible to decline third-party cookies using your web browser settings. Declining third-party cookies will not interfere with or limit the usage of your online appointment book.

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.