



Privacy Policy

Last updated: October 11th, 2024

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

If any law requires us to deal with any particular personal information other than as set out in this Policy, we will deal with that information as required by law.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalised have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

Account means a unique account created for You to access our Service or parts of our Service.

Affiliate means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.

App or **Application** refers to SAM Stories Art Money, the software program provided by the Company.

Company (referred to as either "the Company", "We", "Us" or "Our" in this Privacy Policy) refers to SAM Stories Art Money (or simply SAM) and Desart Inc., 11/54 Arthur J Gallagher Centre, Reg Harris Lane, Alice Springs NT 0870.

Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.

Country refers to: Australia

Device means any device that can access the Service such as a computer, a mobile phone or a digital tablet.

Personal Data is any information that relates to an identified or identifiable individual.

Service refers to the Application or the Website or both.

Service Provider means any natural or legal person who processes Personal Data on behalf of the Company. It also refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.

Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Website refers to SAM Stories Art Money, accessible from <https://sam.org.au>

You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

1. Information We Collect

We collect the following types of information when you use Our Service:

a. Personal Information

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Name
- Business name (for businesses)
- Email address
- Phone number
- Billing and shipping addresses
- Payment information (collected and processed securely by our payment providers)
- Any other information you voluntarily provide through forms or other interactive features

b. Usage Data

We automatically collect information about your interaction with the App, including:

- IP address
- Browser type and version
- Device type and operating system
- Pages visited, time spent, and activity within the App
- Referring site details (if applicable)
- Cookies and tracking technology (as outlined in Section 6)

2. How We Use Your Information

We use the information collected from you to:

- Provide, operate, and maintain the App
- Process transactions and provide customer support
- Communicate with you regarding updates, promotions, or changes to the App

- Improve our services and enhance user experience
- Ensure compliance with applicable Australian laws and regulations
- Facilitate Art centre level reporting and also regional and national reporting

3. Third-Party Data Input

If you provide personal information about third parties (such as individuals, businesses, or organisations) through Our Service, you are responsible for ensuring that:

- You have obtained the necessary consent from the individual, business, or organization to disclose their information to us.
- The individual, business, or organisation is aware of this Privacy Policy and understands how their information will be handled.

Examples of third-party information you may input into Our Service include, but are not limited to:

- **Artists' Details:** Names, biographies, contact information, portfolio details, or exhibition history.
- **Business Information:** Contact names, addresses, emails, and phone numbers for suppliers, customers, or partners.
- **Customer Data:** Contact details (such as email addresses or phone numbers), shipping information, feedback, or purchase history.

Note: You are responsible for ensuring the accuracy, legality, and consent of any third-party data you provide in accordance with applicable privacy laws.

4. Children's Privacy

Our Service may involve the collection, use and disclosure of personal information of persons under the age of 18. Our App is generally not available for use by anyone under the age of 15. Generally, our staff will be at least 18 years of age and may be requested or required to input into Our System personal information persons under the age of 18 (such as where they are a young artist).

Where the Privacy Act or other laws require use to obtain consent from someone under the age of 15, we will generally only accept such consent from a parent or guardian of that young person. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 15 without verification of parental consent, We will take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent or guardian, We may require parental or guardian consent before We collect, use or process that information.

If any law requires us to deal with personal information of a young person other than as set out above or otherwise as set out in this Policy, we will deal with that information as required by law.

5. Disclosure of Your Information

We may share your information with:

- **Service Providers:** Third-party vendors who assist in operating our App (e.g., payment processors, cloud storage, email providers). These providers are bound by confidentiality obligations and are only permitted to use your information for specified services.
- **Legal Requirements:** If required by law, other third parties to comply with legal obligations, protect our rights, or in response to valid requests from public authorities.

6. Data Security

We implement a variety of security measures to ensure the protection of your personal information. However, no method of transmission over the internet or method of electronic storage is completely secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

7. Overseas Data Disclosure

SAM uses AWS cloud storage services, which may result in personal information being stored in data centres located outside of Australia. While we do not actively transfer personal information to overseas locations, there is a possibility that data may be stored overseas due to the nature of cloud computing. We have implemented appropriate safeguards to protect personal information when it is stored overseas, including Amazon Cognito. Individuals may access their personal information stored overseas and exercise their rights under Australian privacy law as described in Section 9 of this Privacy Policy.

8. Data Breach Notification

In the event of a notifiable data breach, We will promptly notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required by the Notifiable Data Breaches scheme. We will provide information about the nature of the breach, the types of personal information affected, and steps we are taking to investigate and mitigate the breach. We may also provide information on steps individuals can take to protect themselves.

9. Your Rights and Choices

As an Australian user, you have the following rights regarding your personal information:

- **Access:** You can request access to your personal information that we hold.
- **Correction:** You can request corrections to inaccurate information.
- **Erasure:** You may request the deletion of your personal information, except where retention is required by law or for legitimate business purposes.
- **Opt-Out:** You can opt out of receiving marketing communications by following the unsubscribe instructions in our emails.

However, we may still communicate with you about essential app changes, updates, training, or other important information related to your use of our app.

If you wish to opt out of receiving all communications from us, please contact us.

To exercise these rights, please contact us via the contact details outlined in section 14.

10. Cookies and Tracking Technologies

We use cookies and other tracking technologies to:

- Enhance your user experience
- Track usage data and user interactions
- Improve our services and website functionality

You can adjust your browser settings to refuse cookies, but this may affect your ability to use certain features of the App.

11. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, or as required by law.

12. Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be effective when the revised policy is published. We will notify you of any significant changes through the App or via email.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

14. Contact Us

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

Email: sam@desart.com.au

By visiting this page on our website: <https://sam.org.au/privacy>

[Help.sam.org.au](https://sam.org.au)