

PRIVACY POLICY

BY ACCESSING AND USING OUR SERVICES, YOU ARE AGREEING TO BE BOUND BY THIS AGREEMENT. IF YOU DO NOT AGREE TO ANY CONTENT WITHIN THIS AGREEMENT, YOU MUST NOT ACCESS OR USE OUR SERVICES.

1. BACKGROUND

- 1.1 This document sets out the privacy policy of Lamington Group Pty Ltd ACN [678 314 666](#) (referred to in this privacy policy as '**Company**', '**Data Controller**', '**we**', '**us**', or '**our**').
- 1.2 This privacy policy (**Privacy Policy**) sets out how the Company and its related bodies corporate collect, stores, uses, protects, shares and discloses personal information, including where we use third-party tools, such as artificial intelligence (**AI**) products, to analyse campaign and marketing data. This Privacy Policy applies to the collection of all personal information and sensitive information including in the provision of services to the clients of the Company (**Services**). By visiting our website or using our Services you agree to the collection, storage, usage and disclosure of your personal information by us in the manner described in this Privacy Policy.
- 1.3 From time to time we will review our Privacy Policy. We will notify you about any changes to our Privacy Policy at any time by posting an updated version of the Privacy Policy on our website located at www.lamington.digital.
- 1.4 We will refer to the following collectively as the **Privacy Laws**:
 - (a) *Privacy Act 1998* (Cth) (**Privacy Act**); and
 - (b) Australian Privacy Principles (**APPs**).
- 1.5 The processing of your personal information by us will always be in line with the Privacy Laws relevant and applicable to you. This includes new transparency obligations relating to automated decision-making under amendments to the *Privacy Act 1988* (Cth) that commence on 10 December 2026, where applicable to our activities.
- 1.6 We have implemented a number of technical and organisational measures to ensure the protection of personal information processed through our Services.
- 1.7 This Privacy Policy sets out our information handling procedures and the rights and obligations that both you and we have in relation to personal information. In the event of any inconsistency, the legislative requirements will override the provisions of this document.

2. USER CONSENT

- 2.1 Where we rely on your consent either expressly or impliedly as the lawful basis to the collection and processing of your data under the Privacy Law we will generally ask you to positively affirm your acceptance of our Privacy Policy.
- 2.2 If we have collected personal information from third-parties, we rely upon their representations that they have lawfully collected and disclosed that personal information for the purposes of our use of the personal information.
- 2.3 For all areas of the Services where consent is given, it is able to be withdrawn by contacting us.

3. PERSONAL INFORMATION WE COLLECT

- 3.1 We will, from time to time, receive and store personal information entered onto our website, provided to us directly or given to us in other forms including by third parties including by our clients.
- 3.2 We collect, receive and store such personal information including but not limited to:
- (a) contact information, including full name, date of birth, gender, residential addresses, geographical location, telephone and facsimile numbers, social media handles and email addresses;
 - (b) data relating to activities associated with our Services to our clients, including marketing and advertising campaign metrics (for example, impressions, clicks, spend, conversions and traffic data), which we generally handle in de-identified or aggregated form where practicable;
 - (c) where our Services involve the analysis of campaign or customer-related data using third-party tools (including AI products), the limited personal information contained in those datasets to the extent this cannot reasonably be removed or de-identified before use; and
 - (d) relevant codes, passwords or entry access information in the event they may be required to render the completion of works and services.
- 3.3 The legal basis for the above processing is based on:
- (a) consent;
 - (b) for the performance of a contract (including steps to conclude a contract);
 - (c) legal obligations;
 - (d) vital interest of the data subject or another individual;
 - (e) task of public interest;
 - (f) legitimate interest of the Data Controller; and/or
 - (g) any other legitimate interests as permitted by this Privacy Policy or the Privacy Law from time-to-time.

4. COLLECTION

- 4.1 We will only collect personal information where it is reasonably necessary to do so for the conduct of our business and to provide to you the Services. Any collection of personal information by us will be fair and lawful and will not be intrusive.
- 4.2 We will collect personal information in the following ways:
- (a) if our clients supply us with personal information for the purposes of us providing our Services to our clients;
 - (b) if you provide your information by telephone, post, email or facsimile, through our website, or in person;
 - (c) if you contact us via email or submit your information through our website on our “Get in touch” webpage located at www.lamington.digital

- (d) if you establish an account on our website or any affiliated website;
- (e) if you require us to provide Services to you;
- (f) if during the course of using our Services either you or a third party input information about you, as part of its functionality; and/or
- (g) if you or our clients authorise us to connect to third-party advertising buying platforms, ad networks and other advertising technology providers (for example, programmatic platforms and self-serve ad platforms) via an application programming interface (**API**) or similar integration, in order to access campaign and account data to provide our Services (including where we use AI tools to analyse that data).

4.3 In order to maintain and continue to improve our website, Services and user experience, we may automatically collect information about how you use our website, the areas of our website that you visit, as well as information about your computer or mobile device including your IP address, device ID, physical location, browser and operating system type, and referring URLs, via cookies and other tracking technologies. Some of the information we collect may be anonymous and/or aggregated, while other information may be personal information. We may also collect information about you through analysing your actions with electronic communications we send to you from time to time, including your opening of such communications and clicking on included links. This information is necessary for providing personalised and location-based content as well as for analysing the use of resources, troubleshooting problems, preventing fraud, and improving our services. We may combine this information with information in your account to help prevent fraud. Any information collected, stored and analysed by us helps us to build our product and ensure the best user experience possible.

4.4 In the course of operating our business, we may collect personal information from third parties such as advertisers and mailing lists.

4.5 If we collect personal information from a third party in circumstances outside the input requirements associated with our Services we will, where appropriate, request that the third party inform any relevant data subjects that we are holding such information, how we will use and disclose it, and that the data subject may contact us to gain access to and correct and update the information.

4.6 When we collect personal information from you, we will take reasonable steps to notify you or ensure you are aware of:

- (a) our identity and contact details;
- (b) that we have collected your personal information, and whether that collect is required or authorised by law;
- (c) the purposes of collection;
- (d) the consequences if personal information is not collected (such as if this will affect our ability to provide the Services to you);
- (e) our usual disclosures of personal information of the kind collected;
- (f) information about this Privacy Policy;
- (g) whether we are likely to disclose personal information to overseas recipients, and if practicable, the relevant countries in which they are located; and
- (h) where relevant whether we use computer programs, including AI tools, to analyse personal information or to support decisions that may affect you, and where further information about such use can be found in this Privacy Policy.

4.7 We may also collect personal information from you when you use or access our website or our social media pages. This may be done through use of web analytics tools, 'cookies' or other similar tracking technologies that allow us to track and analyse your website usage. Cookies are small files that store information on your computer, mobile phone or other device and enable and allow the creator of the cookie to identify when you visit different websites. If you do not wish information to be stored as a cookie, you can disable cookies in your web browser.

4.8 We may use Google Analytics to collect and process data, including when you use third party websites or apps. To find out more see [How Google uses data when you use our partners' sites or apps](#).

5. ENHANCED TRACKING TECHNOLOGY

5.1 We use cookies, tracking pixels, and other technologies to improve user experience and support marketing initiatives, including retargeting and analytics. This may involve sharing anonymous or aggregated data with third-party advertising buying platforms and social media networks (for example, Google, Meta, Pinterest and LinkedIn). Users can manage their preferences or opt-out by:

(a) Adjusting browser settings to limit cookies.

(b) Utilising opt-out mechanisms provided by advertising networks ([NAI](#) or [DAA](#))

6. HOLDING OF PERSONAL INFORMATION

6.1 We will hold personal information as either physical records, records on our servers, records in cloud storage, and in some cases, records on third party servers or cloud storage facilities, which may be located overseas.

6.2 We take active steps to hold all hard copy and electronic records of personal information in a secure manner to ensure that they are protected from misuse, interference, loss, and any unauthorised access, modification or disclosure.

6.3 We have procedures in place to destroy or de-identify personal information once it is no longer needed for a valid purpose or required to be kept by law.

6.4 If you require further information about these procedures, please contact us through the website 'Get in touch' page and we will respond to your queries promptly.

7. USE OF PERSONAL INFORMATION

7.1 We will only use or disclose personal information for the purposes for which we were collecting it for (which are set out as follows and otherwise in this Privacy Policy) or a related purpose which would reasonably be expected or otherwise with your permission.

7.2 Generally we will use personal information:

(a) to provide the Services to our clients;

(b) to operate our website, generate content and provide customer support (including updates and improvements);

(c) for our administrative, marketing (including direct marketing), planning, product or service development, quality control, survey and research purposes;

(d) to provide, administer, market and manage our business, including but not limited to, providing our Services and to enhance your or our client's experience;

- (e) to provide users of our website access to protected areas of the website and to authenticate your account (if applicable);
- (f) to conduct surveys to determine use and satisfaction with our Services;
- (g) to enforce any contract with you or third-parties, this Privacy Policy or any other policy related to us or our website.
- (h) to verify any information for accuracy or completeness (including by way of verification with third parties);
- (i) to comply with our legal obligations, a request by a governmental agency or regulatory authority or legally binding court order;
- (j) to combine personal information with information we collect from third parties and use it for the purposes set out this Privacy Policy;
- (k) to analyse campaign performance, audience behaviour and the effectiveness of our Services using third-party tools, including commercially available AI products, in circumstances where doing so involves personal information;
- (l) to aggregate and/or make anonymous personal information, so that it cannot be used, whether in combination with other information or otherwise, to identify you;
- (m) to resolve disputes and to identify, test and resolve problems;
- (n) to notify you or our clients about updates, improvement and changes to our Services we provide from time to time; and
- (o) to protect a person's rights, property or safety;

7.3 The website may make third party social media features available to its users. We cannot ensure the security of any information you choose to make public in a social media feature. Also, we cannot ensure that parties who have access to such publicly available information will respect your privacy.

7.4 We may disclose your personal information to cloud-providers, contractors and other third parties located inside or outside of Australia. If we do so, we will take reasonable steps to ensure that any overseas recipient deals with such personal information in a manner consistent with how we deal with it.

7.5 In the event that we hold sensitive information, we will only disclose or use that information with consent or if another exception applies under applicable laws.

8. **DISCLOSURE OF PERSONAL INFORMATION**

8.1 We may disclose personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this Privacy Policy.

8.2 We may disclose personal information to third parties for the purposes contained in this Privacy Policy including but not limited to:

(a) **Affiliates and Acquirers**

We may share some or all personal information with our subsidiaries, or other companies under a common control (**Affiliates**), in which case we will require our Affiliates to honour this Privacy Policy. In the event we are involved in a merger, acquisition or sale of assets we may disclose personal information collected by us to such entities that we propose to merge with

or be acquired by and will assume the rights and obligations regarding personal information as described in this Privacy Policy. This includes the disclosure of information to our clients where we act as a data processor.

(b) Third party platforms

We provide services that may include assisting our clients (advertisers) in uploading their customer data (such as email addresses and phone numbers) to third-party advertising buying platforms and ad networks (for example, major search, social, retail media and programmatic platforms). To address data handling concerns, we implement secure transfer protocols and encryption methods to safeguard customer data during the upload process. Clients are encouraged to review and comply with the third-party platforms' data security policies to ensure compliance and protection. This data sharing supports advertising campaigns, including creating custom or lookalike audiences to improve campaign performance and reach.

All customer data uploaded to these platforms is processed under the platforms' respective privacy policies and terms of use. Clients are advised to review each platform's advertising and audience-targeting terms to understand the obligations and processing standards.

(c) AI service providers and analytics tools

We may disclose personal information to third-party service providers who supply tools we use to provide our Services, such as analytics platforms and AI products that assist with analysing campaign and marketing data. Where we use publicly available or commercially provided AI tools, we take steps to limit the personal information disclosed (for example, by using de-identified or aggregated data where practicable) and to ensure that our use complies with the Privacy Laws and the provider's terms. We do not authorise these providers to use personal information we disclose to them for their own independent marketing purposes.

(d) Third parties and others you choose to share with

We may disclose personal information to third parties to whom you expressly ask us to send the personal information to or to others you directly or indirectly choose for us to disclose personal information to.

(e) Third parties for the purposes of providing our clients with Services

We may disclose personal information which is disclosed to us by a client (**Disclosing Client**) for the purposes of providing Services to the Disclosing Client. We will not use personal information disclosed to us by a Disclosing Client for the purposes of providing Services to any other client.

8.3 We may from time to time need to disclose personal information to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request.

8.4 We may also use personal information to protect the copyright, trademarks, legal rights, property or safety of us, our applications, website and customers or third parties.

8.5 Information we collect may from time to time be stored, processed in or transferred between parties located in countries outside of Australia.

8.6 We will take reasonable steps to ensure that anyone to whom we disclose personal information respects the confidentiality of the information and abides by the Privacy Laws or equivalent privacy laws.

8.7 We will not share, sell, rent or disclose personal information in ways different from what is disclosed in this Privacy Policy.

9. IF WE CANNOT COLLECT YOUR PERSONAL INFORMATION

If you do not provide us with the personal information described above, some or all of the following may happen:

- (a) we may not be able to provide the Services to you, either to the same standard or at all;
- (b) we may not be able to provide you with information about Services that you may require; or
- (c) we may be unable to tailor the Services to your needs.

10. SECURITY OF PERSONAL INFORMATION

We are committed to ensuring that the information you provide to us is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

While we take all reasonable steps to safeguard the personal data shared with us, you must recognise that once data is uploaded to third-party platforms (including any AI tools we use), its use is governed by their respective policies. We recommend that clients regularly review the privacy policies and terms of use of these platforms to ensure ongoing compliance with data protection and privacy regulations.

The transmission and exchange of information is carried out at your own risk. We cannot guarantee the security of any information that is transmitted to us or received from us. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that personal information that we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.

11. COMPLAINTS ABOUT PRIVACY

If you have any complaints about our privacy practices, please feel free to send in the details of your complaints to hello@lamington.digital. We take complaints very seriously and will respond shortly after receiving written notice of your complaint.

12. COOKIES AND TRACKING TECHNOLOGY POLICY

12.1 We may use cookies, tracking pixels and URL information to gather information including name, email address, IP address, the date and time of your visit and your interactions with the website. "Cookies" are small pieces of information that a website sends to your computer's hard drive while you are viewing a web site. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our website. Persistent Cookies can be removed by following internet browser help file directions. Cookies may enable automatic logins when you visit in the future and may enable content customisation.

12.2 Cookies may collect and store your personal information. This Privacy Policy applies to personal information collected via Cookies. You consent and acknowledge that we collect your personal information through Cookies.

12.3 We sometimes use Cookies and other tracking technologies to show remarketing communications via third party networks including Google, Meta, Pinterest and LinkedIn.

12.4 You can control and/or delete cookies manually as you wish. You can opt out of personalised advertising from third party advertisers and ad networks by visiting either the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#) website.

13. MANAGING YOUR PERSONAL INFORMATION

13.1 Accessing your personal information

- (a) You may request details of personal information that we hold about you in accordance with the provisions of the relevant Privacy Law. A small administrative fee may be payable for the provision of information. If you would like a copy of the information which we hold about you or believe that any information we hold on you is inaccurate, out of date, incomplete, irrelevant or misleading, please email us at hello@lamington.digital. You may also request information about our use of AI tools or automated processes in relation to your personal information, where applicable. We reserve the right to refuse to provide you with information that we hold about you, in certain circumstances set out in the relevant Privacy Law.
- (b) If we cannot give you access, we will tell you why in writing and how you can make a complaint about our decision.
- (c) If your personal information has been de-identified in a manner consistent with the Privacy Law, we are unable to provide you with access to your personal information.

13.2 Rectifying your personal information:

We may, if required, provide you with tools and account settings to access, correct, delete, or modify the personal information you provided to us. You can find out more about how to do this by contacting us using the ‘Get in touch’ page on the website. In the event that you are unable to access your account to access or rectify your personal information, you may submit a request to us to correct, delete or modify your personal information. Rectifications, deletions or modifications will be processed within a reasonable time.

13.3 Deletion

- (a) We keep data for as long as it is needed for our operations. Please keep in mind that third parties may still retain copies of information you have made public through our website.
- (b) If we have de-identified your data in accordance with a Privacy Law, we may be unable to delete this data.
- (c) If you wish to have us delete your data please contact us using the ‘Get in touch’ page on the website.

13.4 Object, restrict or withdraw consent

- (a) You may manually submit a request to us if you object to any personal information being stored, or if you wish to restrict or withdraw any consent given for the collection of your personal information.
- (b) You may withdraw your consent to the processing of all your personal information at any time. If you wish to exercise this right you may do so by contacting us using the ‘Get in touch’ page on the website.
- (c) You may withdraw your consent or manage your opt-ins by either viewing your account on the Services or clicking the unsubscribe link at the bottom of any marketing materials we send you.

13.5 Portability

- (a) We may, if required and possible, provide you with the means to download the information you have shared with us. Please use the ‘Get in touch’ page on the website for further information on how this can be arranged.

13.6 **Obligations for Client Privacy Policies**

- (a) You are responsible for ensuring that your privacy policies meet the requirements of the *Privacy Act 1988 (Cth)* and any other applicable regulations.
- (b) In accordance with the Privacy Act and Australian Privacy Principles (**APP 6**), if you are utilising our Services to upload customer data, you must ensure that your privacy policies are updated to:
 - (i) Clearly articulate that personal data may be shared with third-party platforms for advertising purposes.
 - (ii) Specify the purpose of such sharing, including the creation of custom and lookalike audiences.
 - (iii) Include details of any opt-out mechanisms available to customers.
 - (iv) Obtain explicit, informed consent from individuals before sharing their personal data with third parties for advertising purposes.
 - (v) Ensure that consent covers:
 - A. The types of personal information collected.
 - B. The purpose of sharing data with third-party platforms.
 - C. The rights of individuals to opt-out of such data processing.
 - (vi) If you rely on implied consent, you must:
 - A. Demonstrate that the individual was reasonably aware of the intended use of their data.
 - B. Provide a clear mechanism for individuals to withdraw consent.

14. **ANONYMITY AND PSEUDONYMITY**

We will allow our users to transact with us anonymously or by using a pseudonym, wherever that is reasonable and practicable. However, this will not be possible if we are required or authorised by law or other instrument to deal with customers who have been appropriately identified, or where it is impracticable for us to deal with.

15. **STORAGE AND SECURITY OF PERSONAL INFORMATION**

- 15.1 We are committed to protecting the security of personal information. We (and our third-party service providers) use a variety of industry-standard security technologies and procedures to help protect personal information from unauthorised access, use or disclosure. We use secure web services to collect information and we store certain kinds of data in encrypted form.
- 15.2 We follow reasonable technical and management practices to help protect the confidentiality, security and integrity of data stored on our system. While no computer system is completely secure, we believe the measures implemented by us reduce the likelihood of security problems to a level appropriate to the type of data involved.
- 15.3 We encourage you to be vigilant about the protection of your own information when using digital services, such as social media. While we will endeavour to ensure that any relationships we have with third parties include an appropriate level of protection for your

privacy, we will be limited in our ability to control any electronic platform operated by a third party.

16. INTERNATIONAL TRANSFER AND DISCLOSURE OF PERSONAL INFORMATION

- 16.1 Where we transfer personal information outside of Australia we ensure an adequate level of protection for the rights of data subjects based on the adequacy of the receiving country's data protection laws.
- 16.2 We may disclose personal information to our related bodies corporate and third-party service providers located overseas for some of the purposes listed above. We take reasonable steps to ensure that the overseas recipients of personal information do not breach the privacy obligations relating to personal information.
- 16.3 We may disclose personal information to entities located outside of Australia, including the following:
- (a) our related bodies corporate;
 - (b) our data hosting and other IT service providers, located in various countries, which may include providers of analytics platforms and AI tools that support our Services; and
 - (c) other third-parties located in various foreign countries.
- 16.4 We may disclose personal information to entities within Australia who may store or process data overseas.

17. AI AND AUTOMATED DECISION-MAKING

17.1 How we currently use AI tools

- (a) We may use third-party tools, including commercially available artificial intelligence (AI) products, to analyse campaign and marketing data (for example, impressions, clicks, conversions, spend and traffic data) in order to generate insights and reports for our clients. We aim to use de-identified or aggregated data in these tools where reasonably practicable.
- (b) Where personal information is contained in the data we analyse using AI tools, we only use that personal information for the same purposes for which it was originally collected (for example, to provide our digital marketing and consulting Services), and in accordance with this Privacy Policy and the Privacy Laws.

17.2 Automated decision-making that may significantly affect individuals

- (a) From 10 December 2026, the *Privacy Act 1988 (Cth)* requires organisations to include in their privacy policies certain information about decisions that are made, or directly supported, by computer programs using personal information, where those decisions could reasonably be expected to significantly affect an individual's rights or interests (automated decision-making transparency obligations).
- (b) At the date of this Privacy Policy, we do not use computer programs or AI tools to make decisions about individuals that would reasonably be expected to significantly affect their rights or interests (for example, decisions about access to essential services, employment, credit, insurance or similar high-impact outcomes). Our use of AI tools supports human review and decision-making by helping us analyse marketing data and generate recommendations for our clients.

- (c) If in future we introduce systems that use personal information to make, or directly support, decisions that could reasonably be expected to significantly affect your rights or interests, we will update this Privacy Policy to describe:
 - (i) the kinds of personal information used in those systems;
 - (ii) the kinds of decisions that are made solely by those systems; and
 - (iii) the kinds of decisions where those systems play a substantial and direct role in supporting a human decision-maker,

in accordance with Australian Privacy Principle 1 (including any additional requirements that apply at that time).

17.3 Your rights in relation to automated decision-making

- (a) You may contact us using the details in the 'Contact Information' section if you have questions about our use of AI tools or any automated decision-making that affects you.
- (b) Where we rely on automated processes that materially affect you, we will take reasonable steps to explain the key factors considered and how you can request human review or raise a concern

18. NOTIFIABLE DATA BREACHES

We take data breaches extremely seriously and notification of data breaches will be applied and conferred in accordance with this clause 18.

- (a) In the event that there is a data breach and we are required to comply with the notification of eligible data breaches provisions in Part IIIC of the *Privacy Act 1988* (Cth) or any other subsequent sections or legislation which supersede this Part IIIC, we will take all reasonable steps to contain the suspected or known breach where possible and follow the following process set out in this clause.
- (b) We will take immediate steps to limit any further access or distribution where possible. If we have reasonable grounds to suspect that the data breach is likely to result in serious harm to any individuals involved, then we will take all reasonable steps to ensure an assessment is completed within 30 days of the breach or sooner if possible. We will follow the guide published by the Office of the Australian Information Commissioner (if any) in making this assessment.
- (c) If we reasonably determine that the data breach is not likely to result in serious harm to any individuals involved or any remedial action we take is successful in making serious harm no longer likely, then no notification or statement will be made.
- (d) Where, following an assessment and undertaking remedial action (if any), we still have reasonable grounds to believe serious harm is likely, as soon as practicable, we will provide a statement to each of the individuals whose data was breached or who are at risk. The statement will contain details of the breach and recommendations of the steps each individual should take. We will also provide a copy of the statement to the Office of the Australian Information Commissioner.

19. INTEGRITY AND RETENTION OF DATA

We take all reasonable steps to ensure that the personal information we collect is accurate, up to date and complete. Where we collect that information from you directly, we rely on you to supply accurate information. We make it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

20. **DISCLAIMER – THIRD PARTY LINKS**

Our website may contain links to third party webpages, Instagram accounts or other social media pages (**Third Party Pages**), including but not limited to those of third parties for whom we have provided our Services to and you acknowledge and agree:

- (a) This Privacy Policy and any other policy of ours does not apply to Third Party Pages and we recommend you make reasonable efforts to familiarise yourself with the policies contained on third-party pages;
- (b) We are not liable for and you expressly indemnify us for any loss or damage incurred as a result of the failure by Third Party Pages to have in place and provide access to their privacy policy, terms of use or any other company policies or their failure to comply with the Privacy Act or any other applicable laws.

21. **CONTACT INFORMATION**

We welcome your comments or questions regarding this Privacy Policy.

You can confidentially contact our Support Officer at:

Email: hello@lamington.digital

If we do not resolve your enquiry, concern or complaint to your satisfaction or you require further information in relation to any privacy matters, please contact the Office of the Australian Information Commission at:

Telephone: 1300 363 992

Email: enquiries@oaic.gov.au

Office Address: Level 3, 175 Pitt Street, Sydney NSW 2000

Postal Address: GPO Box 5218, Sydney NSW 2001

Services: www.oaic.gov.au

22. **CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy is subject to occasional revision and we reserve the right, at our sole discretion, to modify or replace any part of this Privacy Policy. It is your responsibility to check this Privacy Policy periodically for changes as continued use of our Services shall indicate your agreement to our then current Privacy Policy. Not all changes to our Privacy Policy will require your consent, for example where office security procedures are changed. We will notify you of any change to our Privacy Policy that requires your consent before being implemented.

23. **LAST UPDATE**

Our privacy policy was last updated on 9 June 2026.