



Privacy Statement

Bdna Group Pty Ltd (“Bdna”) is committed to protecting the privacy of personally identifiable information that we collect from you as you use this website. The scope of this commitment is detailed in this Privacy Policy. By submitting information, you agree to Bdna use of such information as described herein. Please see our Terms of Use for more information about our online policies.

The following provides an overview of how we protect your privacy during your visit.

What information do we gather?

Information is gathered in two ways: (1) indirectly (for example, through our site’s technology); and (2) directly (for example, when you provide information on various pages).

One example of information we collect *indirectly* is through our Internet access logs. When you access bdna.com.au, your Internet address is automatically collected and is placed in our Internet access logs.

We collect information *directly* from you in a number of ways, some of which we describe in this Privacy Statement. We may collect information when you voluntarily submit it to us. We provide the opportunity for you to submit your contact details for contact purposes by Bdna.

Another way is through the use of cookies. Cookies are small files of information that save and retrieve information about your visit to the website—for example, how you entered our site, how you navigated through the site, and what information was of interest to you. The cookies we use identify you merely as a number, and bdna does not utilise any third-party or advertising tracking cookies. If you are uncomfortable regarding the use of cookies, you can disable cookies on your computer by changing the settings in the preferences or options menu in your browser.

How do we use this information?

We may analyse visit information to determine what is most effective about our site. This information is used to help us identify ways to improve our site, and eventually, to determine how we can tailor the website to make it more effective.

We may keep your personally identifiable information on file and use it to contact you for business purposes. We may also use data for other purposes, which we would describe to you at the point we collect the information.

Will we share this with outside parties?

We will never sell nor share the information without first obtaining your express permission to do so, and even then only where required as part of delivering Bdna’s services.

What about sensitive personal data?

We do not generally seek to collect sensitive personal data through this site. If we do seek to collect such data, we will ask you to consent to our proposed uses of the data. We may also collect some sensitive personal data incidentally. By providing us with unsolicited sensitive personal data, you consent to our using the data subject to applicable law as described in this Privacy Statement. The references to "sensitive personal data" are to the various categories of personal data identified by the National Privacy Principles contained in the Commonwealth Privacy Act (Australia) and other data privacy laws including GDPR as requiring special treatment, including in some circumstances the need to obtain explicit consent. These categories comprise personal identity numbers, personal data about personality and private life, racial or ethnic origin, nationality, political opinions, membership of political parties or movements, religious, philosophical or other similar beliefs, membership of a trade union or profession or trade association, physical or mental health, genetic code, addictions, sexual life, property matters or criminal record (including information about suspected criminal activities).

Do we give you access to your information?

You are entitled to know whether we hold information about you and, if we do, to have access to that information and require it to be corrected if it is inaccurate. You can do this by sending us an email at info@bdna.com.au.

What about data security?

We take appropriate steps to maintain the security of your data on our website. You should understand that the open nature of the Internet is such that data may flow over networks without security measures and may be accessed and used by people other than those for whom the data is intended.

We are interested in maintaining your privacy and creating a valuable resource for you to use. If you have any questions now or during your visit, please contact us at info@bdna.com.au.

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