

PRIVACY POLICY

Version 1.0

Updated 20 August 2026

Forever Florals and Events ABN 41 644 571 797 ('we', 'us', and 'our')

In this policy, '**you**' and '**your**' refer to the person whose personal information we collect.

Overview

We collect, hold, use, and disclose your personal information to run our business.

The *Privacy Act 1988* (Cth) does not apply to us in relation to the personal information we handle, and we have not chosen to opt in to the privacy regime.

Nevertheless, we have chosen to maintain this policy because we consider transparency about how we handle personal information to be important, and to meet requirements that apply to our use of certain services, including Google Analytics.

Service Providers

We use several service providers to run our business.

Some of these service providers may collect, hold, use, or otherwise handle your personal information in connection with the services they provide to us or your interactions with us.

Our service providers include the following, each of which we refer to as a '**Service Provider**' in this policy:

Service Provider	Privacy policy
Apple	Apple Privacy Policy
Dubsado	Privacy policy
Google Analytics	Google Privacy & Terms
Meta	Privacy Policy
Microsoft 365	Microsoft Privacy Statement
Shopify	Shopify Consumer Privacy Policy
Showit	Privacy Policy

Collection

WHEN WE COLLECT YOUR INFORMATION

We collect your personal information when you provide it to us, or when it is provided to us on your behalf, including through our website, social media platforms, email, and other communications with us.

TYPES OF PERSONAL INFORMATION WE COLLECT

This may include:

- your full name
- your email address
- your phone number
- your shipping address
- your payment information
- other information you voluntarily provide to us, and
- information provided to us on your behalf.

HOW WE COLLECT YOUR INFORMATION

We collect personal information directly from you and through the services we use to run our business, including our websites, online forms, booking and ordering systems, payment systems, email, and social media platforms.

We may also collect personal information from people involved in your booking or event, such as your nominated representatives, event planners, coordinators, venues, and other suppliers.

GOOGLE ANALYTICS

We use Google Analytics to collect information about how you interact with our websites.

Google Analytics uses cookies and similar technologies to collect and process information about website activity.

You can opt-out of Google Analytics using [Google Analytics Opt-out Browser Add-on](#).

Use

We use your personal information for the following purposes:

- (a) **communications:** to communicate with you, including responding to enquiries, questions, and feedback; discussing your requirements; providing quotations and proposals; confirming bookings and orders; requesting information from you; providing updates before, during, and after your order or event.

- (b) **performance:** to provide our products, hire items, and services, including processing bookings and orders; designing and producing custom floral arrangements and stationery; arranging deliveries, collections, and returns of hire items; coordinating event installations; and communicating with people involved in your booking or event.
- (c) **administration:** to administer our business relationship with you, including maintaining customer and business records; managing event details, production schedules, and delivery arrangements; processing deposits, bonds, invoices, and payments; administering variations, cancellations, and other requests relating to your booking or order.
- (d) **security:** to protect our business, customers, and systems, including maintaining the security of our website, ordering systems, and payment processes; verifying transactions; detecting and responding to fraud, security incidents, or unauthorised activity; investigating complaints or disputes; and protecting and enforcing our rights.
- (e) **improvement:** to improve our business, including enhancing our products, hire items, and services; improving our website and customer experience; evaluating customer feedback; and analysing our business performance.
- (f) **marketing:** to market our business, including sending promotional communications where you have agreed to receive them; showcasing our work; using photographs or other content relating to our products, hire items, or services in our portfolio, website, social media, or other promotional material, in accordance with our agreement to you.

Disclosure

We may disclose your personal information in the following circumstances:

- (a) **business operations:** to contractors, the Service Providers, and other organisations that help us run our business, including website hosting providers; e-commerce platform providers; payment processors; printers; couriers; cloud storage providers; and information technology providers;
- (b) **your instructions:** where you ask us to do so or otherwise authorise us to disclose your personal information, including to your nominated representatives; venues; event planners, coordinators, and other professionals; and other suppliers involved in your order or event.
- (c) **legal requirements:** where disclosure is required or authorised by law, including in response to a court order or lawful request from a government authority.
- (d) **protection:** where reasonably necessary to protect our business, customers, or systems, including investigating suspected fraud; responding to security incidents; obtaining legal or professional advice; enforcing our rights; recovering outstanding amounts; and responding to complaints or disputes.

Storage

Where your personal information is stored depends on how you interact with us and the services we use. We store your personal information through our Service Providers or on our own devices.

SERVICE PROVIDERS

The majority of the personal information we collect is stored through our Service Providers.

The Service Providers may store your personal information on servers located in Australia or overseas. The location of the servers used by each provider may vary depending on the provider and the services we use. They may also use multiple servers, whether in the same or different locations, and may engage contractors that store or otherwise handle your personal information in connection with those services.

We do not control the storage practices of our Service Providers or any contractors they engage. You should refer to the relevant provider's privacy policy for further information about how and where it stores personal information.

OUR DEVICES

Some personal information may also be stored on our computers, phones, and other business devices.

This may include information that we download from, or otherwise access through, the Service Providers, as well as information that we create, receive, or otherwise handle in the course of running our business.

Security

The security practices used to protect your personal information depend on where it is stored, as described above.

SERVICE PROVIDERS

Each Service Provider maintains its own security practices to protect the personal information it holds.

We do not control the security practices of our Service Providers or any contractors they engage. You should refer to the relevant provider's privacy policy for further information about how it protects personal information.

OUR DEVICES

When personal information is stored on our devices, we take steps to protect it, including:

- password-protecting our devices

- using different passwords for our devices and accounts, and
- using the security features available on our devices, including Apple's built-in XProtect.

We also maintain backups to assist in recovering information if it is lost or becomes inaccessible.

Contact

If you have any questions about this policy, please email foreverfloralsandevents@gmail.com.

Updates

We may update this policy by publishing an updated version on our website.