

# Privacy Statement

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Laughter Works respects the Guidelines suggested by the Australian Direct Marketing Association, in its Code of Practice for Consumer Protection in ecommerce.

We also abide by the World Wide Web Consortium (W3C) Platform for Privacy Preferences Project (P3P). In line with those guidelines, Laughter Works would like you to be aware of the information we collect to provide your service. We DO NOT provide third-parties with access to your personal data. If this were ever to change we would seek your permission first.

## Information collected by Laughter Works

Some of this may be collected via our website and some during direct communication via phone, email, post or in person.

1. Your contact information, including:
  - a. Name
  - b. Phone numbers
  - c. Fax numbers
  - d. Email addresses
2. Information regarding what services you have enquired about
3. Information about what services and/or goods you have ordered from Laughter Works
4. Your interest in receiving Laughter Works email newsletters
5. Correspondence between you and Laughter Works
6. Notes and details of conversations for future reference
7. Your accesses to our websites

## What Laughter Works does with your information

We do not make your personal information available to third parties.

We do provide aggregate data to third parties – that is information of a general nature such as the number of visits to our site. We do not pass on any information which identifies you or can be traced back to you, unless legally required.

We access historic correspondence and details about earlier conversations in response to customer service issues and to conform to the edicts of the law or comply with legal process served on Laughter Works.

We will contact relevant people to communicate billing and technical issues.

We store website data and email queued on our servers, only for use as back-up data should it be required.

We may customise our email newsletters and communications to reflect your interest in a particular service.

We monitor and store website data such as requests for web pages and services . We do this for research and to keep a history of your transactions with the business (this might include recording the fact you set up and deleted an email account, or took a trial in one of our services, etc).

### **Email communications**

As a customer of Laughter Works you will receive occasional email communications from Laughter Works that relate to the services we provide to you, and you will have the option to opt-out of all non-essential email and postal mail.

If you have any questions about our privacy policy, please feel free to contact us.