



Privacy Policy for Soulfire Festival

Effective Date: 15th August 2024

Introduction

This Privacy Policy complies with the provisions of global data protection standards, including the General Data Protection Regulation (GDPR), the Australian Privacy Principles (APPs), and relevant local laws. It outlines how Deep In Your Soul PTY LTD (hereafter referred to as "Soulfire") processes and protects your personal data.

Data Controller:

Deep In Your Soul PTY LTD

ABN: 665 458 882

Registered Address: 42 Church Ave, Mascot, Sydney NSW 2020

Contact Email: hello@deepinyoursoul.com.au

General Information

This document describes how Soulfire collects, uses, and protects your personal data. It explains the purposes for data processing, the legal basis for processing, and your rights under applicable data protection laws.

Personal Data Processing

1. Website Registration

Personal data collected during website registration enables you to access the private sections of the site and use Soulfire's online services.

- **Legal Basis:** Pre-contractual measures requested by the user.
- **Optional Data:** Registration is voluntary, but refusal to provide data may limit your access to certain features.

2. Purchases on the Website

When purchasing services or tickets through the website, your data will be processed to facilitate the transaction and fulfill contractual obligations, including sending updates (e.g., tracking or event reminders) via email, SMS, or WhatsApp.

- **Legal Basis:** Contractual necessity and legitimate interest for "soft-spam" (informational emails about related services).
- **Optional Data:** Refusal may limit transactional functionality.

3. Responding to Inquiries

Personal data collected through inquiries is processed to respond effectively.

- **Legal Basis:** Legitimate interest in addressing user requests.
- **Optional Data:** Refusal may prevent Soulfire from providing assistance.

4. Marketing Communications

With your consent, Soulfire may send newsletters, promotional materials, and offers regarding its services and those of its partners.

- **Legal Basis:** Consent.
 - **Optional Data:** Refusal will prevent the receipt of marketing communications but not affect other services.
-

No Profiling or Geolocation

Soulfire does not perform automated decision-making, including profiling, based on personal data. Additionally, the website does not employ IP geolocation tools.

Sharing and Communication of Personal Data

Personal data may be shared with:

- **Public Authorities:** When required by law or regulations.
 - **Service Providers:** Companies assisting with website maintenance, payments, or logistics.
 - **Marketing Platforms:** For communication and promotional campaigns.
-

Data Retention

- **Customer Transactions:** Data related to purchases will be retained for 10 years for legal compliance.
- **Marketing Data:** Retained for 24 months unless consent is withdrawn earlier.
- **Customer Support Data:** Deleted after the service request is resolved.

Data Transfer

Soulfire operates under Australian law and ensures that any transfer of data outside of Australia complies with data protection requirements. Transfers to countries with inadequate data protection laws will only occur with appropriate safeguards.

Your Rights

As a user, you have the following rights regarding your personal data:

- **Access and Rectification:** Review and correct your data.
- **Erasure:** Request deletion of your data.
- **Restriction:** Limit data processing.
- **Objection:** Object to data processing.
- **Portability:** Request transfer of your data to another controller.
- **Consent Withdrawal:** Revoke consent at any time.
- **Complaint:** Lodge a complaint with a relevant supervisory authority.

To exercise these rights, contact us at hello@deepinyoursoul.com.au.

Amendments

Soulfire reserves the right to modify this policy at any time. Substantial changes will be communicated via email or website updates. Users are encouraged to review this policy periodically for updates.

For more details about our privacy practices, feel free to contact us at support@deepinyoursoulgroup.com