

PRIVACY POLICY	
Respecting your privacy	
1.1	<p>We understand that the privacy and confidentiality of your personal information is important to you. That is why we are committed to safeguarding the personal information you provide to us. Our intention is to use the personal information about you to make your dealings with us better suited to your needs. This Privacy Policy describes what information we may collect about you; how we use your information; how we protect it; and what choices you have on how that information is used. As our privacy policy changes in significant ways, we will make every effort to notify you of the changes via the web site.</p> <p>When we refer to ourselves as "we" or "Luke Feldman Group Pty Ltd" we mean our entire company, including any company that we control (for example, a subsidiary that we own). We may share information among companies that we own or control, and we may share information with our partners, and companies working with Luke Feldman Group Pty Ltd but all information we share will always be protected under the terms of this Privacy Policy.</p> <p>You should read the Privacy Policy at each Web site that you visit after you leave one of our sites. Luke Feldman Group Pty Ltd is not responsible for how other Web sites treat your privacy once you leave a Luke Feldman Group Pty Ltd site.</p>
Unsubscribing from electronic communications from us	
1.2	If you decide that you no longer want to receive electronic direct marketing from us, you may unsubscribe by clicking on the unsubscribe link contained on the communication.
What information does LFG collect?	
1.3	<p>We may collect personal information about you through our interactions with you and from third parties (such as our affiliates, publicly available information from our own records and when permitted by law). What we collect depends on the nature of our interaction. For example, we may collect personal information about you when you send us an email, provide content or when you are prompted and you provide personal information via a Luke Feldman Group Pty Ltd Service. We may keep a record of, for example, your name, contact details (i.e. address, telephone number, etc), your personal interests and opinions and, when collecting personal information for business purposes, your professional details (e.g. qualifications, speciality, areas of interest) as well as details on your practice/business (e.g. size, use of products) and details of your dealings with us.</p> <p>In addition, we might gather information about you that is automatically collected by our Web server, such as your IP address and domain name. Luke Feldman Group Pty Ltd may use Web server and browser information to individually customize its offerings and presentations if you submit your personal information.</p> <p>Visitors registering for services on our Web sites are asked to provide identifying information, such as name and contact information. On the registration screen, we clearly label which information is required for registration. Luke Feldman Group Pty Ltd Web sites obtain visitors' consent before collecting personally identifiable information.</p> <p>From time to time we may ask you for feedback about our web site. This information allows us to better understand the needs of our users and to gather information about health issues and trends.</p> <p>When you search on our web site, we store the search terms and the site(s) visited so that we can continue to improve the quality of our search results.</p>
What happens if I do not provide personal information?	
1.4	If you do not provide your personal information, you may not be able to fully use a Luke Feldman Group Pty Ltd Service.
Information about other people	
1.5	If you provide personal information about other people to us, you must tell that person that you are providing their personal information to us, obtain their consent and inform them that we can be contacted for further information.
How does LFG use personal information and to whom does LFG disclose it?	
1.6	We will use personal information collected about you for the purposes for which it is

	<p>collected, to provide and promote our goods and services to you and for the following purposes:</p> <p>4.6.1 providing the Luke Feldman Group Pty Ltd services</p> <p>4.6.2 understanding and improving the Luke Feldman Group Pty Ltd services</p> <p>4.6.3 security testing and authentication</p> <p>4.6.4 communication such as for sending you material on our activities and products or developments that Luke Feldman Group Pty Ltd believes may be of interest to you and tailoring marketing services to suit your needs;</p> <p>4.6.5 targeted marketing and health care messaging</p> <p>4.6.6 for administering conferences, symposia, expert panels, seminars or other similar programs organised by us, which you agree to participate in or be involved with;</p> <p>4.6.7 for generating customer lists for the purposes of market research.</p>
1.7	<p>We may transfer or disclose your personal information to the following parties ("Third Parties") for the following purposes:</p> <p>4.7.1 our affiliates or partners within or outside of Australia;</p> <p>4.7.2 parties within or outside of Australia to help Luke Feldman Group Pty Ltd improve its products and services;</p> <p>4.7.3 third party service providers to permit them to provide services such as provision of infrastructure, IT services, data analysis, email delivery services, customer services and other similar services; and/or other parties as permitted or required by law or as we believe to be appropriate: (a) to enforce these terms; (b) to protect our operation or those of any of our affiliates; (c) to protect our rights, privacy, safety, confidentiality, reputation or property and/or that of our affiliates, you or others; (d) to prevent fraud or cyber crime; (e) to obtain legal advice; (f) to permit us to pursue available remedies or limit the damages that we may sustain; and (g) to identify any user who provides content on a Luke Feldman Group Pty Ltd Service or otherwise uses a Luke Feldman Group Pty Ltd Service that is unlawful or is otherwise in violation of the law or these terms.</p>
1.8	<p>We may also transfer personal information in connection with a merger or sale involving all or part of Luke Feldman Group Pty Ltd or as part of a corporate reorganisation or share sale or other change in corporate control. Generally, we require that organisations outside Luke Feldman Group Pty Ltd, who handle or obtain personal information as service providers to Luke Feldman Group Pty Ltd, acknowledge the confidentiality of this information, undertake to respect an individual's right to privacy and comply with applicable data protection laws and these terms. However, we are not responsible for the privacy or security practices of Third Parties. The collection and use of your information by Third Parties may be subject to separate privacy and security policies.</p>
1.9	<p>In using and storing your personal information and/or in disclosing your personal information to the Third Parties or otherwise providing any of the Third Parties with access to your personal information, we may be required to transfer your personal information to jurisdictions other than the jurisdiction in which you reside.</p>
Security of personal information	
1.10	<p>We will take all reasonable steps to protect the personal information that we hold from misuse, loss, or unauthorised access.</p>
1.11	<p>While we endeavour to keep personal information secure and confidential, we will not be responsible for any breach of security caused by third parties and do not represent that the Luke Feldman Group Pty Ltd Services are completely secure.</p>
What do we do with personal information when it is no longer needed?	
1.12	<p>We will destroy or de-identify personal information that is no longer needed for the purposes for which it was collected. If we are no longer permitted or required by law to retain it, we will use secure methods to destroy or de-identify the information.</p>
Is the personal information up-to-date?	
1.13	<p>We endeavour to make sure that the personal information that it holds is accurate, complete and up to date. If we are notified that the information that we hold is not accurate, complete or up to date, we will take steps to validate the information and ensure that it is corrected.</p>
Access to personal information	
1.14	<p>In most circumstances we allow individuals to access the personal information we hold about them. However, access may be denied where we are permitted or required by law to deny access to such information.</p>
1.15	<p>If we refuse to provide you with access to your personal information, we will provide you with reasons for the refusal.</p>
Cookies	

1.16	<p>Like many website operators, we may use standard technology called cookies on Luke Feldman Group Pty Ltd Services. Cookies are small data files that are downloaded onto your computer when you visit a particular website. Cookies help provide additional functionality to the site or help us analyse site usage more accurately. For instance, our server may set a cookie that keeps you from having to enter a password more than once during a visit to one of our sites. In all cases in which cookies are used, the cookie will not collect personal information except with your explicit permission. You can disable cookies by turning them off in your browser. However, some Luke Feldman Group Pty Ltd Services may not function properly if you do so. On occasion, we contract with third parties to place cookies on your device's hard drive. These third parties have entered into an agreement with us that requires them to observe our Privacy Policy.</p> <p>Some of our partners may use cookies on our sites (for example, links to partners). We do not want our business partners to use cookies to track our customers' activities once they leave our sites. However, we may not have total control over how our business partners may use cookies on our Web sites. If you become aware that a Luke Feldman Group Pty Ltd partner is placing an unwanted cookie on your hard drive, please contact Luke Feldman Group Pty Ltd to assist us in resolving the problem.</p> <p>In addition, we may use other tracking systems like pixel-tags. Pixel tags, sometimes called Web beacons, are similar in function to a cookie. But because of their insignificant size, it is not visible; though, they are used to pass certain information to our servers to personalize our Web sites and to track your usage across other Luke Feldman Group Pty Ltd Web sites. In addition, we may also use pixel tags in our HTML based e-mails.</p>
IP Addresses	
1.17	<p>An IP (internet protocol) address is a number that is automatically assigned to your computer by your internet service provider when you log on. We may collect and use IP addresses to identify individuals who may threaten or risk harming our Luke Feldman Group Pty Ltd Services, web pages, services or customers.</p>