

CYRENA COLLECTIVE PTY LTD

Privacy Policy

32 Smith Street, Collingwood VIC 3066 · Melbourne, Victoria, Australia
cyrena.com.au

Effective Date: 16 May 2026 · Version 1.0

Cyrena Collective Pty Ltd is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and disclose your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

1. Who We Are

Cyrena Collective Pty Ltd ('we', 'us', 'our') operates a beauty salon located at 32 Smith Street, Collingwood VIC 3066, Melbourne, Australia. Our website is cyrena.com.au and our bookings are managed via Square.

This Privacy Policy applies to all clients, prospective clients, and visitors who interact with us in person, online, or through our booking platform.

2. What Personal Information We Collect

2.1 Client Information

We collect the following personal information from you when you book, attend, or interact with us:

- Full name
- Email address
- Phone number
- Service history and appointment records
- Health information — including allergies, skin sensitivities, medical conditions, and medications relevant to your treatment
- Informed consent records
- Photographic images — before and after photos of treatments (with your explicit consent only)
- Payment information — processed securely via Square (we do not store card details directly)

2.2 Information Collected Automatically

When you visit our website (cyrena.com.au), we may collect:

- IP address and browser type
- Pages visited and time spent on site
- Referring website or search terms

This information is collected via standard web analytics tools and is used to improve our website experience. It is not linked to your identity unless you have an account or booking with us.

2.3 CCTV Footage

Our salon premises at 32 Smith Street, Collingwood are monitored by closed-circuit television (CCTV) cameras for the safety and security of our clients, staff, and property. CCTV footage is retained for a maximum of 30 days and is only accessed in the event of a security or safety incident.

CCTV cameras are in operation at this premises. By entering our salon, you acknowledge that you may be recorded for security purposes.

3. How We Collect Your Information

We collect personal information directly from you through the following channels:

- Online bookings made through our Square booking system on our website (cyrena.com.au)
- In-person bookings and consultations at the salon
- Completion of intake, consent, or health forms
- Email, phone, or social media communications
- Photography taken at the salon with your prior consent

We only collect information that is necessary for the purpose of providing our services or as otherwise required by law. You are not required to provide personal information to visit our website, but you will need to provide certain information to make a booking or receive a service.

4. Why We Collect Your Information

We collect, hold, and use your personal information for the following purposes:

- To process and manage your bookings via Square
- To deliver the services you have requested, safely and to a high standard
- To communicate with you regarding your appointments, including confirmations, reminders, and follow-ups
- To maintain accurate health and treatment records relevant to the services we provide
- To comply with our legal obligations under Victorian and Australian law
- To resolve complaints or disputes
- To improve the quality of our services

We do not use your personal information for unsolicited marketing purposes without your explicit consent. If we introduce an email marketing program in the future, you will be given a clear opportunity to opt in, and opt out at any time.

5. Photographs — Before & After Images

We may take before and after photographs of your treatment results. These photographs are subject to the following conditions:

- Photos are only taken with your explicit, written consent prior to the session.
- You may withdraw your consent at any time by notifying us in writing.
- Photos used for internal records only will not be shared with any third party.
- Photos used for marketing purposes — including on our website, Instagram, TikTok, or Facebook — will only be published with your separate, explicit written consent.
- You have the right to request the deletion of any photographs we hold of you at any time.

We will never publish photographs of you on social media or use them in any marketing material without your specific written permission. Consent to photography does not automatically constitute consent to publication.

6. Health & Sensitive Information

Health information is classified as sensitive information under the Privacy Act 1988 (Cth) and is afforded a higher level of protection. We collect health information — including allergies, skin conditions, medical history, and medications — only where it is directly relevant to the safe delivery of your treatment.

This information is:

- Collected with your knowledge and consent via intake and consent forms
- Used solely for the purpose of providing safe and appropriate services
- Stored securely and accessible only to authorised staff involved in your care
- Never disclosed to third parties without your consent, except where required by law

7. Disclosure of Your Information

We do not sell, rent, or trade your personal information. We may disclose your information to third parties only in the following circumstances:

- Square: Your booking and payment data is processed by Square (Block, Inc.). Square operates under its own Privacy Policy, available at squareup.com/au/legal/privacy. We encourage you to review it.
- Legal requirements: Where we are required by law, regulation, or court order to disclose your information.
- Safety: Where we reasonably believe disclosure is necessary to prevent a serious and imminent threat to the health or safety of any person.
- Professional advisors: Such as our accountant or legal counsel, under strict confidentiality obligations.

All third parties with whom we share your data are required to handle it in accordance with applicable privacy laws.

8. Storage & Security of Your Information

We take reasonable steps to protect your personal information from misuse, interference, loss, unauthorised access, modification, or disclosure. Our security measures include:

- Secure digital storage of client records with restricted staff access
- Encrypted payment processing via Square — we do not store credit card details
- Physical security of our premises, including CCTV monitoring
- Staff training on privacy obligations and data handling

While we take all reasonable precautions, no data transmission over the internet or electronic storage system is completely secure. We cannot guarantee absolute security but are committed to continuous improvement of our data protection practices.

9. How Long We Retain Your Information

We retain your personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Our standard retention periods are:

- Client and appointment records: 7 years from the date of last service, in accordance with Victorian business record-keeping requirements
- Health and consent forms: 7 years from the date of last treatment
- Photographic images: Until you withdraw consent or request deletion, whichever is earlier
- CCTV footage: Maximum 30 days, unless required for a security or legal matter
- Payment records: As required by Australian tax law (minimum 5 years)

When your information is no longer required, we will take reasonable steps to securely destroy or de-identify it.

10. Your Rights

Under the Australian Privacy Principles, you have the following rights in relation to your personal information:

- **Access:** You may request access to the personal information we hold about you at any time.
- **Correction:** If you believe any information we hold is inaccurate, out of date, incomplete, or misleading, you may request that we correct it.
- **Deletion of photographs:** You may request the deletion of any photographs we hold of you at any time.
- **Withdrawal of consent:** You may withdraw your consent to the use of your information for any specific purpose (such as photography or marketing) at any time.
- **Complaints:** You have the right to lodge a complaint with us or with the Office of the Australian Information Commissioner (OAIC) if you believe we have mishandled your personal information.

To exercise any of these rights, please contact us using the details in Section 13. We will respond to all requests within 30 days.

11. Cookies & Website Analytics

Our website (cyrena.com.au) may use cookies and similar tracking technologies to improve your browsing experience and analyse website traffic. Cookies are small text files stored on your device.

You can control cookie settings through your browser preferences. Disabling cookies may affect the functionality of certain parts of our website. We do not use cookies to collect personally identifiable information without your knowledge.

12. Third-Party Links

Our website and booking system may contain links to third-party websites, including Square. We are not responsible for the privacy practices of those websites and encourage you to review their privacy policies independently.

13. Privacy Complaints

If you have a concern or complaint about how we have handled your personal information, please contact us in the first instance. We will acknowledge your complaint within 5 business days and endeavour to resolve it within 30 days.

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

- Website: oaic.gov.au
- Phone: 1300 363 992
- Post: GPO Box 5218, Sydney NSW 2001

14. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time to reflect changes in our practices or legal obligations. The current version will always be available at our salon and on our website. We encourage you to review this Policy periodically.

15. Contact Us

For any questions, requests, or concerns regarding this Privacy Policy or your personal information, please contact us:

Cyrena Collective Pty Ltd

32 Smith Street, Collingwood VIC 3066
Melbourne, Victoria, Australia
Website: cyrena.com.au

Your privacy matters to us.

We are committed to handling your personal information with care, transparency, and respect — always.