
Privacy Policy

I. PURPOSE AND SCOPE

Celeste Agency (ABN 58 687 255 861) (the “Agency”, “we”, “our” or “us”) values the privacy of its clients, contractors and website visitors. We comply with the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth). This policy sets out how we collect, use, disclose and safeguard your personal information when you interact with our services, website or advertising.

2. WHAT WE COLLECT

We collect several categories of personal information:

- **Information you provide directly** – for example, your name, email address, phone number, event details, performer-application details and payment information supplied via web forms, email, telephone, direct messages or booking confirmations.
- **Automatically collected data** – such as your IP address, device and browser type, operating system, preferred language and approximate location (city/region), together with how you navigate our site (pages viewed, time on page, referring URL). These details are gathered through server logs and first-party cookies.
- **Cookie & tracking data** – behavioural information like page views, buttons clicked and scroll depth, captured by first-party cookies and similar technologies.
- **Advertising & analytics data** – metrics from Google Ads, including ad impressions, clicks, the pages you visit after clicking an ad and any conversion events (e.g. form submissions or bookings).
- **Sensitive information** – only where you choose to provide it (for instance, valid identifications, health notes or accessibility requirements) via secure upload or direct submission.

You may decline to share certain data, but this could limit the services we can provide.

3. WHY WE COLLECT AND USE IT

We process personal information to:

1. deliver and administer bookings, talent management and related services;
2. personalise and deliver targeted marketing (including Google Ads) that is relevant to your interests;
3. analyse and improve our website, advertising performance and user experience;
4. maintain security, detect fraud and enforce our terms;
5. comply with legal obligations and resolve disputes;
6. respond to enquiries, feedback or complaints.

4. LEGAL GROUNDS FOR PROCESSING

Under the APPs we collect, hold, use and disclose personal information only where:

- it is necessary for our business activities and functions;
- we have your consent (express or implied);
- it is required or authorised by law; or
- we have another legitimate ground consistent with the APPs.

5. DISCLOSURE OF INFORMATION

We do not sell your personal information. We may share it with:

- Service providers who host our website, run email or SMS campaigns, process payments, provide IT support or analytics, each bound by confidentiality obligations;
- Google LLC (and its affiliates) to serve, measure and optimise Google Ads campaigns;
- Regulators, law-enforcement agencies or insurers where required or authorised by law;
- Other third parties if you instruct us to do so, or where you have otherwise consented.
- If any recipient is located overseas, we will take reasonable steps to ensure they handle your information in a manner that is consistent with the APPs.

6. COOKIES, TRACKING & AD CHOICES

We use first-party cookies and similar technologies to recognise your browser, improve site performance and tailor advertising.

You can:

- adjust your browser settings to block or delete cookies;
- opt out of Google's personalised ads via Google Ads Settings;
- use private-browsing or tracking-prevention features to limit data collection.

Note that disabling cookies may affect website functionality.

7. DIRECT MARKETING & OPTING OUT

We may send you newsletters, promotional offers or event updates that we think will interest you. You can unsubscribe at any time using the link in each email or by contacting us (see section 12). We will honour your request promptly.

8. ACCESS, CORRECTION & DELETION

You have the right to:

- Access the personal information we hold about you;
- Request corrections if you believe it is inaccurate, out-of-date or incomplete;
- Request deletion of your information where no lawful ground exists for its retention;
- Withdraw consent to marketing or certain data uses at any time.

Simply email us (details below). We may need to verify your identity before acting on your request, and some exceptions under the Privacy Act may apply.

9. SECURITY

We employ administrative, technical and physical safeguards, such as encryption in transit, restricted access, secure data centres and regular staff training, to protect personal information against unauthorised access, misuse or loss. While no method is 100 % secure, we strive to use commercially acceptable means to protect your data.

10. DATA RETENTION

Personal information is kept only for as long as necessary to fulfil the purposes outlined in this policy or to comply with legal, tax or accounting requirements. When no longer required, we securely delete or anonymise the data.

11. THIRD-PARTY LINKS

Our website and communications may contain links or integrations to third-party sites (e.g. social media). We are not responsible for the privacy practices of those sites. We encourage you to read their policies before providing personal information.

12. HOW TO CONTACT US OR MAKE A COMPLAINT

If you have a question, request or complaint about privacy, please contact:

Celeste Agency
Phone: +61 482 022 618
Email: enquiries@celesteagency.com.au
Postal: PO Box 713, New Farm QLD 4005, Australia

We will investigate and respond within a reasonable timeframe (usually 30 days). If you are not satisfied, you may refer your complaint to the Office of the Australian Information Commissioner (OAIC).

13. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in law, technology or our practices. The revised version will be posted on this page with a new “Last updated” date. Material changes will be highlighted or notified to you directly where feasible.

By continuing to use our website or services, you acknowledge you have read and understood this Privacy Policy and agree to the collection, use and disclosure of your personal information as outlined above.

This Privacy Policy was last updated 03/06/2025