PRIVACY POLICY

Valens Capital Pty Ltd | ABN 71 700 012 139 | Effective 22 October 2026

1. About this policy

Valens Capital Pty Ltd (Valens, we, us or our) respects your privacy. This policy explains how we handle personal information in connection with our photography, videography, content creation, social media management, website development, business services and online enquiries. We aim to handle personal information consistently with applicable Australian privacy laws, including the Privacy Act 1988 (Cth) and Australian Privacy Principles where they apply to us.

2. Information we collect

We may collect your name, business name, contact details, billing details, project requirements, correspondence, booking information, website enquiry details and feedback. In providing creative services, we may also collect photographs, video and audio recordings containing identifiable people, as well as information you choose to provide for content production. We may collect limited technical information through our website or service providers, such as IP addresses, device/browser information and usage data.

3. How we collect information

We collect information directly from you when you contact us, complete a form, request a quote, book or purchase services, sign an agreement or participate in a photography or filming session. We may also receive relevant information from your authorised representatives, public business listings and third-party service providers where appropriate.

4. Why we use information

We use information to respond to enquiries, prepare quotes, deliver services, arrange shoots, edit and deliver media, manage accounts and invoices, communicate about projects, maintain records, improve our services, protect our systems and meet legal obligations. We may send promotional communications where permitted by law; you may opt out of marketing at any time.

5. Photography, video and portfolio use

Images and footage may contain personal information. We use and deliver this content for the agreed client project. We will seek appropriate permission before using identifiable client or participant images in our own public portfolio, website, advertisements or social media where consent is required. Clients are responsible for obtaining any necessary permissions from staff, customers, guests or other participants they arrange to be photographed or filmed. Separate service agreements or release forms may set out additional usage rights.

6. Sharing and service providers

We may share information with trusted providers who help us operate our business, such as cloud storage, photo delivery, editing, website hosting, analytics, accounting, invoicing, payment processing and social media platforms. We may also share information with professional advisers, regulators or authorities where legally required, or with your consent. We do not sell personal information.

7. Overseas processing

Some service providers or platforms may store or process information outside Australia. Countries may vary depending on the provider and its settings. Where applicable, we take reasonable steps to assess providers and protect personal information when overseas disclosures occur.

8. Security and retention

We take reasonable steps to protect personal information against misuse, interference, loss and unauthorised access, modification or disclosure. Measures may include access controls, passwords and reputable service providers. No online system is completely secure. We retain information for as long as reasonably necessary for service delivery, legitimate business purposes and legal recordkeeping, and then securely delete or de-identify it where practicable.

9. Website cookies and external links

Our website may use cookies or similar technologies for essential functionality, performance or analytics if enabled. You can manage cookies through your browser settings. Links to third-party websites and social platforms are governed by those parties' privacy policies.

10. Access, correction and complaints

You may contact us to request access to, or correction of, personal information we hold about you, subject to applicable law. If you have a privacy concern, please contact us with details so we can investigate and respond within a reasonable period. If the Privacy Act applies to us and you remain dissatisfied, you may be able to complain to the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

11. Contact and updates

Privacy enquiries: Valens Capital Pty Ltd. Contact us through our official business website or the contact details shown on your quote, invoice or service agreement. We may update this policy as our practices or legal obligations change; the latest version will show its effective date.