

PRIVACY POLICY

1 INTRODUCTION

This document sets out the privacy policy of **Pilates Principles Pty Ltd** ABN 89 672 547 296 (referred to in this privacy policy as 'we', 'us', or 'our').

We take our privacy obligations seriously and we've created this privacy policy to explain how we store, maintain, use and disclose personal information.

By providing personal information to us, you consent to our storage, maintenance, use and disclosing of personal information in accordance with this privacy policy.

We may change this privacy policy from time to time by posting an updated copy on our website and we encourage you to check our website regularly to ensure that you are aware of our most current privacy policy.

2 TYPES OF PERSONAL INFORMATION WE COLLECT

The personal information we collect may include the following:

- (a) name;
- (b) mailing or street address;
- (c) email address;
- (d) social media information;
- (e) telephone number and other contact details;
- (f) age;
- (g) date of birth;
- (h) credit card or other payment information;
- (i) sensitive information (such as health information) as set out below;
- (j) information about your business or personal circumstances;
- (k) information in connection with client surveys, questionnaires and promotions;
- (l) your device identity and type, I.P. address, geo-location information, page view statistics, advertising data and standard web log information;
- (m) information about third parties; and
- (n) any other information provided by you to us via our website or our online presence, or otherwise required by us or provided by you.

3 HOW WE COLLECT PERSONAL INFORMATION

We may collect personal information either directly from you, or from third parties, including where you:

- (a) contact us through our website;
- (b) receive goods or services from us;
- (c) submit any of our online sign up forms;
- (d) communicate with us via email, telephone, SMS, social applications (such as LinkedIn or Facebook) or otherwise;
- (e) interact with our website, social applications, services, content and advertising; and
- (f) invest in our business or enquire as to a potential purchase in our business.

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We may also collect personal information from you when you use or access our website or our social media pages. This may be done through use of web analytics tools, 'cookies' or other similar tracking technologies that allow us to track and analyse your website usage. Cookies are small files that store information on your computer, mobile phone or other device and enable and allow the creator of the cookie to identify when you visit different websites. If you do not wish information to be stored as a cookie, you can disable cookies in your web browser.

We may use Google Analytics to collect and process data, including when you use third party websites or apps. To find out more see [How Google uses data when you use our partners' sites or apps](#).

4 USE OF YOUR PERSONAL INFORMATION

We collect and use personal information for the following purposes:

- (a) to provide goods, services or information to you;
- (b) for record keeping and administrative purposes;
- (c) to provide information about you to our contractors, employees, consultants, agents or other third parties for the purpose of providing goods or services to you;
- (d) to improve and optimise our service offering and customer experience;
- (e) to comply with our legal obligations, resolve disputes or enforce our agreements with third parties;
- (f) to send you marketing and promotional messages and other information that may be of interest to you and for the purpose of direct marketing (in accordance with the Spam Act). In this regard, we may use email, SMS, social media or mail to send you direct marketing communications. You can opt out of receiving marketing materials from us by using the opt-out facility provided (e.g. an unsubscribe link);
- (g) to send you administrative messages, reminders, notices, updates, security alerts, and other information requested by you; and
- (h) to consider an application of employment from you.

We may also use your personal information for:

- (i) secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use;
- (j) such purposes where we reasonably believe that use of your personal information is necessary to lessen or prevent a serious threat to the life, health or safety of any individual, or to public health or safety, and it is unreasonable or impracticable to obtain your consent;
- (k) any other purpose for which we receive consent from you; or
- (l) any other purpose which is permitted or required under applicable privacy laws.

We may disclose your personal information to cloud-providers, contractors and other third parties located inside or outside of Australia. If we do so, we will take reasonable steps to ensure that any overseas recipient deals with such personal information in a manner consistent with how we deal with it.

5 SECURITY

We take reasonable steps to ensure your personal information is secure and protected from misuse or unauthorised access. Our information technology systems are password protected, and we use a range of administrative and technical measures to protect these systems. However, we cannot guarantee the security of your personal information.

6 SENSITIVE INFORMATION

Collection of sensitive information

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We may collect sensitive information about you during the course of providing you our goods and services. We will only collect this sensitive information where you consent to such collection and either directly provide us with this information or it is provided by a referring health care provider.

Types of sensitive information we collect

The sensitive information we collect may include the following:

- (a) health information;
- (b) any other sensitive information provided by you or a third party to us via our website or platforms, or otherwise provided by you or a third party to us.

How we use your sensitive information

Your sensitive information will only be used for the purpose of:

- (c) providing you with our goods and services;
- (d) any other purpose which is required under applicable privacy laws.

How you can withdraw consent

If you wish to withdraw your consent to our collection or use of your sensitive information, please contact us using the contact details set out below. We will deal with all such requests within a reasonable timeframe.

7 LINKS

Our website may contain links to other websites. Those links are provided for convenience and may not remain current or be maintained. We are not responsible for the privacy practices of those linked websites and we suggest you review the privacy policies of those websites before using them.

8 DE-IDENTIFIED INFORMATION

The information we collect may have analytical, educational, or commercial value to us. Where we have de-identified the information we have collected, we reserve the right to process and discuss such information. We will seek your consent to release any de-identified written documentation.

9 REQUESTING ACCESS OR CORRECTING YOUR PERSONAL INFORMATION

If you wish to request access to the personal information we hold about you, please contact us using the contact details set out below including your name and contact details. We may need to verify your identity before providing you with your personal information. In some cases, we may be unable to provide you with access to all your personal information and where this occurs, we will explain why. We will deal with all requests for access to personal information within a reasonable timeframe.

If you think that any personal information we hold about you is inaccurate, please contact us using the contact details set out below and we will take reasonable steps to ensure that it is corrected.

10 COMPLAINTS

If you wish to complain about how we handle your personal information held by us, please contact us using the details set out below including your name and contact details. We will investigate your complaint promptly and respond to you within a reasonable timeframe.

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11 CONTACT US

For further information about our privacy policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the details set out below:

Email: hello@pilatesprinciples.com.au

Our privacy policy was last updated on 05/01/2023.