

PRIVACY POLICY

This privacy policy ("Privacy Policy") sets out how CA Pilates QLD Pty Ltd ABN 87600850477 trading as Pilates Emporium Samford and Pilates Emporium Bardon and its related entities ("PE" or "we") upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("Privacy Act").

This Privacy Policy for PE lets you know what personal information of yours we hold, what we do with it, who we will disclose it to and how you can assess the personal information we hold about you. You can also find out within this Privacy Policy how to change inaccurate personal information and how to opt out of receiving communications from PE.

PE may change this Privacy Policy from time to time by updating this page. This Privacy Policy is effective from 1 June 2020.

WHAT WE COLLECT

PE may collect the following information:

- Name
- Contact information including email address and mobile
- Date of birth
- Emergency contact person
- Bank account and/or credit card details
- Payment history
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers; and
- Sensitive information*.

An individual is not obliged to provide their personal information to PE however, without certain information from an individual, it may not be possible for PE to provide its products and/or services to the individual.

HOW PE COLLECTS AND HOLDS YOUR PERSONAL INFORMATION

Where possible, PE will generally collect your personal information directly from you. PE may also collect personal information from MindBody, our centralised online booking system, when you sign up to and/or purchase PE classes. PE may also collect personal information from you via their website www.pilatesemporium.com.au ("PE Website"), promotional activities, competitions and events.

*SENSITIVE INFORMATION

For the purposes of this Privacy Policy, sensitive information means the information a member or client has disclosed to PE about their physical and mental health and wellbeing. Sensitive information will only ever be used for providing services to you. Such information will not be used or disclosed for any other purposes without consent, except in exceptional

cases when disclosure may be required by law or is necessary to protect the rights or property of PE, or any member of the public, or to lessen a serious threat to a person's health or safety. For the purposes of this Privacy Policy sensitive information is a subset of personal information.

The types of sensitive information generally collected by CC include information relating to:

- Your health
- Your weight and body measurement
- Your medical history
- Whether you smoke
- Whether you are pregnant
- Whether you are on any medication; and
- Other health related information that is necessary to properly advise you about your fitness training.

WHAT WE DO WITH THE INFORMATION WE GATHER

PE will only use and disclose your personal information so we can provide you with the services you have requested as well as for the following directly related secondary purposes:

- Managing your account with CC
- To improve our products and services
- Send promotional emails and sms (short message services) to you about new products, special offers or other information which we think you may find interesting using the email address or mobile number that you have provided**
- To customise the PE website according to your interests; and
- We may provide your information to our third party partners for marketing or promotional purposes provided we first have your consent.

WHO WILL PE DISCLOSE YOUR INFORMATION TO?

PE may disclose your personal information to third parties for the purpose for which it collects it. That is, generally, PE will only disclose your personal information to third parties for the purpose of providing PE classes and products to you or other directly related secondary purposes as set out above. PE may otherwise disclose your personal information with your consent or if it is required or authorised by law.

PE may disclose your personal information to third party services providers overseas. However, where your personal information is disclosed to an overseas recipient, we will also take adequate measures to ensure that your personal information is handled by the overseas recipient in accordance with the Privacy Act 1988 (Cth) and our instructions for the purposes described above. By providing PE with your personal information, you consent to this disclosure of your personal information.

MARKETING**

Where we have obtained your consent to do so, or in circumstances where you would reasonably expect that your personal information would be used or disclosed for this purpose, we may contact you from time to time with marketing material about our other products or services or third parties. At any time you may opt out of receiving this marketing material by contacting PE via emailing us at samford@pilatesemporium.com.au for the Samford studio or bardon@pilatesemporium.com.au for the Bardon studio. Your consent to receiving this information will remain current until you notify PE otherwise.

SECURITY

We are committed to ensuring that your information is secure. In order to prevent loss, misuse, and unauthorised access, use, modification, disclosure, alteration, or destruction we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

However, you should keep in mind that the transmission of information over the Internet is not completely secure or error-free. In particular, e-mail sent to or from this website may not be secure, and you should therefore take special care in deciding what information you send to PE via e-mail.

HOW WE USE COOKIES

A cookie is a small file, which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies (Google Analytics) to identify which pages are being used. This helps us analyse data about web page traffic and improve the PE website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

We also use Google cookies for remarketing to advertise online in the following manner:

- When you visit the PE website, our web server will drop a cookie on your browser
- If you leave the PE website to visit another website which is part of the Google network, you may receive our ad; and
- The remarketing cookie will be valid for 30 days. You can remove our remarketing cookie by deleting your Internet browsing history and clearing your cookies. This can be done through the tools/settings function of your Internet browser.

Overall, cookies help PE provide you with a better PE website, by enabling PE to monitor which pages you find useful and which you do not. A cookie in no way gives PE access to your computer or any information about you, other than the data you choose to share with PE.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the PE website. You can opt out of Google's use of cookies by visiting Google's Ad Settings. Alternatively you can opt out of a third-party vendors use of cookies by visiting the Network Advertising Initiative opt out page.

LINKS TO OTHER WEBSITES

The PE website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information you provide whilst visiting such sites. As such, these other sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

RIGHT OF ACCESS AND STORAGE

You may request access to personal information including your credit card information we hold about you by contacting the Privacy Officer at the following addresses:

- Pilates Emporium Samford, Shop 6, 4 Mary Ring Drive, Samford QLD 4520; or
- Pilates Emporium Bardon, Shop 2, 1a Stuartholme Road, Bardon QLD 4160

Where we hold information that you are entitled to access, we will endeavour to provide you with suitable range of choices as to how access is provided (e.g. email or mailing it to you). A fee may be charged to cover the cost of retrieval.

If at any time you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may request that we change it.

PE will destroy or de-identify your personal information as soon as practicable once it is no longer needed for the purpose for which it was collected. However, we may be required by law to retain your personal information after your relationship with PE has expired. In this case your personal information will continue to be protected in accordance with this Privacy Policy. If we destroy personal information we will do so by taking reasonable steps and using up-to-date techniques and processes

QUESTIONS AND COMPLAINTS

For further information regarding this Privacy Policy or to make a complaint about the steps taken by PE to protect your personal information or privacy, please contact PE's Privacy Officer at the email and physical addresses provided above.

We will investigate any complaints received in writing and do our best to resolve them as soon as possible.

If you are not satisfied with the result of your complaint to PE, you can refer your complaint to the following:

Office of the Australian Information Commissioner

Phone: 1300 363 992 (local call cost, but calls from mobile and pay phones may incur higher charges).

If calling from overseas (including Norfolk Island): +61 2 9284 9749

TTY: 1800 620 241 (this number is dedicated to the hearing impaired only, no voice calls)

TIS: Translating and Interpreting Service: 131 450 (If you don't speak English or English is your second language and you need assistance and ask for the Office of the Australian Information Commissioner)

Post: GPO Box 2999 Canberra ACT 2601

Fax: +61 2 9284 9666

Email: enquiries@oaic.gov.au