

SUNSHINE COAST SEGWAY TOURS PRIVACY POLICY

Sunshine Coast Segway Tours is committed to protecting and respecting your privacy. This privacy policy explains what we do with the personal information that we collect from our customers and prospective customers. Please read this policy which sets out our practices regarding personal information, and how they relate to you as you use our various services. This policy discloses our current privacy practices. If we make any changes to this policy, we will announce it on our web site.

Personal information collection

We collect personal information directly from you as part of providing tour services when you provide your personal information to us in person, by phone, by email or our bookings platform or otherwise (unless it is unreasonable or impractical for us to do so in which case we may collect your personal information from a publicly maintained record or an information service provider).

We will usually collect your name and contact details such as your email, residential address, telephone number and date of birth. We may also collect personal information considered to be “sensitive information” as defined under Australian Privacy Laws (as defined below). Sensitive information includes information about an individuals’ sexual preferences or practices and “health information” (including, for example, information about mental health, disability, medical conditions and allergies).

We collect your sensitive information if you consent and the collection of that information is reasonably necessary to provide tour services to our customers. We also collect sensitive information if required or authorised to do so by law and otherwise in accordance with *Privacy Act 1988* (Cth) and the Australian Privacy Principles (“**Australian Privacy Laws**”).

Why we collect personal information

We use the information about our customers to fulfil requests for products and services as requested by the customer and for marketing programs and initiatives.

We need your personal information (including sensitive information) to provide tour services to you. We also need your personal information to perform our other business functions including internal record keeping, creating and updating our databases, managing our relationship with you, and ensuring compliance with our contractual and other legal obligations to our customers. If you do not provide us with your personal information we may not be able to provide you with tour services.

If you do not wish to provide your personal information to us, please tell one of the tour instructors and we will only request information that is required by law. We will, if practicable, allow you to de-identify yourself unless this is not practical or unlawful.

We will, from time to time, e-mail our customers with information that we believe is important for the provision of our services, or the information which will improve the performance of our business, including customer feedback.

To help improve the service we provide through our website, information is collected from your browser to our website. This information is collected as statistical information and includes IP address, browser type, language a (explained in next section) to track pages visited and information accessed within our website. This information is for statistical reference and site analysis only.

Disclosure of personal information

Generally speaking we will disclose your personal information for the purposes for which we collect it, made known to you at the time. Typically, this is only for the purpose of providing our tour services (where appropriate, on a confidential basis), to tell you about the tour services we provide and to invite you to any of our events or promotions. We may also disclose your personal information in other ways with your consent and as required by law.

We are unlikely to disclose your personal information to any person or entity outside of Australia, but will inform you if and when this is necessary.

Our website may offer links to third-party websites, including payment gateways.

If you click on third-party links or enabling third-party connections, you consent to third-party collection or sharing of data about you.

We do not control third-party links and are not responsible for the privacy statements of third parties. When you are directed away from our website or services, we encourage you to read the privacy policy of each third-party website you visit.

Our booking provider will obtain personal information from you at the time of booking to enable us to provide our tour services to you. Our booking provider's privacy policy can be viewed at <https://rezdy.com/privacy-policy/>

Merchandise and others purchases may be available through Square at times. Square's privacy poloicy can be viewed at <https://squareup.com/au/en/legal/general/privacy/>

The operators of linked websites may collect your personal information (including information generated using cookies) when you link to their websites. If you follow a link to any of these websites, it is important to note that these websites have their own terms of use and privacy policies and that we do not accept any responsibility or liability for them.

We are not responsible for any representations, information, warranties, or content on any website of any third-party. We do not exercise control over third-parties' privacy policies. We are not responsible for how such parties collect, use, or disclose your information. It is important for you to familiarise yourself with their privacy policies before providing them with your personal information.

We may use Google Analytics or other similar analytical tools to obtain information collected to display, optimise, and personalise advertisements and customer experience on our website, to determine which advertisements you may find useful, and to personalise your experience on our website.

We may disclose your personal information (including sensitive information) to a third party with your consent for purposes related to providing tour services to you. This includes to communicate with your medical practitioner, health provider or employer.

Our public land use permit with the Sunshine Coast Regional Council requires us to submit reports to the Council periodically. We will provide de-identified participant information in our reports to the Council. However, the Council may require contact details of any persons involved in an incident or accident during the tour.

In some instances, if you do not provide us with consent to disclose your personal information (including sensitive information) to a third party or otherwise provide us with your personal information, we may not be able to assist you with providing tour services.

Personal information is kept secure

We take all reasonable steps to keep personal information we hold secure and to ensure it is protected against misuse, loss, unauthorised access, modification or inappropriate disclosure. We hold personal information in both hard copy and electronic forms in secure systems accessible only to authorised staff.

We take reasonable steps to limit access to your personal information to employees, agents, contractors and other third parties who have a business obligation to know and bound under a duty of confidentiality.

Marketing and promotional material

With your consent, we may use your personal information to promote and market additional products, services, and special offers from us that may be of interest to you. When you visit our website, we may ask you if you want to sign-up to receive information and promotional offers.

You have the right to withdraw your consent to receive marketing or promotional materials from us by following the “opt out” instructions in the email you receive.

Personal information access and update

You can access your personal information held by us subject to certain limitations and exceptions under the Australian Privacy Laws. If you would like to access or update your personal information, please contact us as set out below.

You should contact us to update your personal information to ensure it is accurate, current and complete. We will take reasonable steps to action your request.

To protect all personal information held by us, we may require you to confirm your identity before access to your personal information is granted. If necessary, reasonable costs may be charged to you in accessing your personal information, subject to Australian Privacy Laws.

If you withdraw your consent for us to use some of your personal information, it may affect the quality and level of service that we can provide to you.

Accessing other sites

Our website may contain links to other websites. Unless it's one of our websites, we are not responsible for the privacy practices of the owners of those websites.

We recommend that you read the privacy policy of any website that asks you to provide your personal information.

Privacy policy update

We may need to update our privacy policy from time to time. When we amend it, the changes will be effective immediately upon being posted and available on our website. Please review our privacy policy on our website.

Contact Us

If you have a question, concern or complaint related to this Privacy Policy or about how we collect, use or disclose your personal information (including any breach of the Australian Privacy Law), please contact us at gday@sunshinecoastsegwaytours.com.au

For more information about privacy issues in Australia and protecting your privacy, please visit the Office of the Australian Information Commissioner website at <https://www.oaic.gov.au>.

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