

PRIVACY POLICY

BURRADOO
PARK FARM

SMART Collective Pty Ltd (ACN 682 342 981) as the operator of Burradoo Park Farm is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (**APPs**) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the APPs may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include your name, address, email address, age, phone number or other information you provide to us so that we can provide services to you.

This Personal Information is obtained from our interactions with you, which may include by telephone, by email, via our website burradooparkfarm.com, from other publicly available sources or when you provide it to us by any other means.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to you and to provide marketing. This may include:

- to communicate with you about Burradoo Park Farm activities, including updates, marketing, mailing lists and events;
- to comply with our obligations at law;
- to provide services to you or to operate our business;
- to conduct research, obtain feedback and analyse the effectiveness of our activities;
- for identity verification purposes;
- to engage any third-party supplier who performs activities on our behalf;
- to provide information to representatives and advisors, including lawyers and accountants, to help us comply with legal, accounting, or security requirements;
- to understand how you use our website and to enhance your experience;
- where required or authorised by Australian law (including the Privacy Act) or a court/tribunal order; or
- where we believe it is necessary to protect our legal rights and interests, including to monitor activity that we consider is suspicious or fraudulent.

We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing or clicking on the unsubscribe link in email communications from us.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Sensitive Information

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties who provide services to you on our behalf at Burradoo Park Farm. This may include hospitality, education, philanthropic, or food and beverage providers or other contractors. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information to Third Parties

We may disclose your Personal Information to third parties who provide goods or services on our behalf at Burradoo Park Farm, in connection with goods or services that you have requested us to provide. This may include hospitality providers, marketing or email fulfillment service providers, IT service providers, booking or payment processing providers, transport service providers, emergency medical responders, charitable or philanthropic partners, or education partners such as primary schools, secondary schools or tertiary schools. These third parties are not permitted to disclose your Personal Information to any other person, or for any other purpose.

Our third party IT or supply chain partners utilise cloud facilities which are located outside of Australia, in the European Union or the United States of America.

We may also disclose Personal Information as required or authorised by law.

Security of Personal Information

We generally hold personal information in our electronic databases but may also store personal information in hard copy form and in various third-party databases and platforms. Our website and our working environment are built with integrated physical and electronic processes designed to reasonably safeguard your information and protect it from misuse, interference, loss and unauthorised access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing at connect@smartcollective.com.

We will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information we may require identification from you before releasing the requested information.

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Maintaining the Quality of your Personal Information

It is important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Policy Updates

This Policy may change from time to time and is available on our website.

Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy or the handling of your Personal Information, please contact us at connect@smartcollective.com.