

BOOKIT AUS PTY LTD (BookIT) PRIVACY POLICY

Introduction

At BookIT, We understand that using any online service involves a significant amount of trust on Your part. That's why through the development process, one of BookIT's goals is to develop its product in a way that keeps Your information safe and secure. BookIT will be regulated by the Australian Privacy Principles in the *Privacy Act 1988* (Cth) and all personal information that BookIT manages will be managed in accordance with those laws.

The purpose of this Privacy Policy is to ensure that you are informed of how Your personal information is being treated by BookIT.

Please read this Policy carefully. It will help you to make informed decisions about sharing Your personal information with Us.

Defined Terms

Any defined terms in this Policy have the same meaning as in Our Terms of Use which you should read.

Your Consent to this Privacy Policy

By accessing Our Website and using Our Service, You consent to the terms of this Policy and agree to be bound by it and Our Terms of Use.

Personal Information

When We refer to personal information We mean information or an opinion about an identifiable individual, or an individual who is reasonably identifiable. This information may include information or an opinion about You such as Your name, date of birth, gender, residential address or mobile phone number.

BookIT assurance

We understand Your personal information is important and We are committed to protecting Your privacy online.

To ensure full security You will need to ensure that Your internet browser can support Our Website's encryption requirements.

Collection of Personal Information

We are committed to protecting the personal information We collect and hold about You.

We recognise that any personal information We collect about You will only be collected, held, used or disclosed for the purposes We have collected it for or as allowed under the law. It is important to Us that You are confident that any personal information We hold about You will be treated in a way which ensures protection of Your personal information.

Our commitment in respect of personal information is to abide by the Australian Privacy Principles for the protection of personal information, as set out in the *Privacy Act 1988* (Cth) and any other relevant law.

The kinds of personal information We may collect and hold about You depends on Your relationship with Us and may include Your name, date of birth, address, email address, payment & billing information or any other information We may need to identify You. We may collect information about an individual from a third party, such as government organisations, agencies or organisations to whom We provide Our Services. We may supplement the information it collects with information from other sources, such as generally available publications.

If You decide not to provide certain information to Us, We may not be able to provide You with certain Services or information relating to BookIT.

Sometimes We may be required to collect or hold sensitive information or You may provide unsolicited sensitive information (for example if You volunteer information regarding Your health). In those circumstances, We will ask for Your consent to collect and hold sensitive information about You and We will also determine whether the information is reasonably necessary for one or more of the purposes outlined below. Otherwise, We will destroy or de-identify that information. If We hold sensitive information about You, We will not use the sensitive information for direct marketing purposes unless You specifically consent to Us doing so.

Where reasonable and practical We will collect Your personal information directly from You.

Purposes of Collection of Personal Information

We collect Your personal information to use it to:

- Verify Your identity;
- Manage and provide the Service;
- Notify You of new or changed Services;
- Carry out marketing or training relating to the Service;
- Managing Our relationship with You;
- Assist with the resolution of technical support issues or other issues relating to the Service;
- Comply with laws and regulations in applicable jurisdictions;
- Communicate with You;
- Perform research and statistical analysis, including for customer satisfaction and Service improvement purposes;
- Help Us design and develop new products, services or offers, and to help target promotional offers and opportunities to Your needs.
- Consider an application for a job with BookIT or any of its related companies
- Carry out credit checks and monitoring transactions for the purposes of fraud prevention (This process may involve a third party record holder verifying the personal information You have provided Us with against the information that this third party holds);
- Determine Your liability to Australian GST and other taxes where applicable; and
- Protect and defend the rights or property of BookIT, Our Website or partner Websites.

BookIT uses cookies: collecting information electronically

We will collect information from You electronically when You interact with Our Website or mobile applications.

BookIT may utilise “cookies” as a means of providing You with a better and more customised Service and with a more effective Website. A “cookie” is a small text file placed on Your computer by Our

web page server. A cookie can later be retrieved by Our webpage servers. Cookies are frequently used on Websites and You can choose if and how a cookie will be accepted by configuring Your preferences and options in Your internet browser.

We or Our Service providers use cookies for different purposes such as:

- To allocate a unique number to Your internet browsers;
- To customise Our Site for You;
- Utilizing the underlying technology of third party cookies to improve our website by making it more efficient and easy to use;
- For statistical and/or behavioural analysis purposes;
- To identify if You have accessed a third-party website; and
- For security purposes.

In certain circumstances, data collected from use of cookies, pixels, click re-directs and tag containers may reasonably identify You and/or potentially constitute personal or sensitive information. By using Our Website, You consent to Our use of cookies, pixels, click re-directs and/or tag containers and the data they may collect or disclose, including to overseas entities.

We use a combination of “persistent cookies” (cookies that remain on Your hard drive for an extended period) and “session ID cookies” (cookies that expire when You close Your browser) on the Website to, for example, track overall site usage, and track and report on Your use and interaction with ad impressions and ad services.

You can set Your browser to notify You when You receive a cookie so that You will have an opportunity to either accept or reject it in each instance. However, You should note that refusing cookies may have a negative impact on the functionality and usability of the Website.

Links to other websites

Our Website may contain hyperlinks to various other websites. We are not responsible for the privacy practice of those websites and/or the reliability of the information published on those websites. The privacy policies applicable to such other websites may differ substantially from this Privacy Policy.

Disclosure of Information

We may disclose Your personal information to third party service providers to perform certain functions on Our behalf including the following entities:

- Other companies within the BookIT group (for instance any holding or associated company);
- Direct Marketers (that is, associated businesses or partners that may want to market products to You). If You do not wish to receive marketing information, You may at any time decline to receive such information by contacting Us in any of the ways listed at the end of this Policy. If the direct marketing is by email You may also use the [unsubscribe function]. We will not charge You for unsubscribing to receive such marketing information and will take reasonable steps to meet Your request at the earliest possible opportunity;
- Anyone who represents You or to anyone to whom You have consented to the information being disclosed;
- Investors, agents or advisors or any entity that has an interest in Our business;
- Companies that provide information and infrastructure systems to Us;

- Third parties that assist Us to enhance Our business performance and/or the scope and quality to Our Services to You such as:
 - Website behaviour analysis providers;
 - Interest data, remarketing and network impression reporting providers;
 - Customer, product, business or strategic research and development organisations;
 - Administration or business management services, consultancy firms, auditors and business management consultants;
 - Print/mail/digital service providers;
 - Imaging and document management services; and
 - Search engine optimisation service providers.

- Those companies who We do business with who You may need to be in contact with as part of any goods or services which are to be supplied to You or others

Disclosure Overseas

Recipients of Your personal information may be located overseas and may store Your personal information outside Australia.

We may use cloud storage to store the personal information We hold about You which may be in or out of Australia. Our disclosure to parties outside of Australia may be to recipients which are not obliged to comply and in fact do not so comply fully with the Australian Privacy Principles. We may also disclose certain personal information to related companies internationally, although such information typically only relates to employees and internal corporate matters, not customer information or the operation of BookIT in Australia. By continuing to use Our Website and Services, You consent to this disclosure.

Nevertheless, prior to disclosing any of Your personal information to another person or organisation, We will take commercially reasonable steps to ensure that any overseas recipient will deal with such personal information in a way that is consistent with the Australian Privacy Principles.

By using Our Website and accessing Our Services You consent to Us making this disclosure also.

Security

We implement several physical and electronic measures to protect personal information. We restrict access to Our electronic databases, maintain firewalls and encrypt certain data where practical to do so. Please note, however that the internet is not a secure environment and although care is taken, We do not guarantee the security of information provided to it electronically.

Access to Further Information

You may request further information or provide feedback on the way We manage Your personal information by contacting Us. Please note in some circumstances it may not be possible to provide You with all Your personal information or an exemption under the *Privacy Act* may apply. When an individual requests access to personal information, We may need to take measures to verify the individual's identity before providing them with such information.

You should regularly review this page to familiarise Yourself with Our updated Privacy Policy.

You may request this Policy in an alternative form by contacting us.

We reserve the right to make changes to this Policy at any time, and any amended Policy is effective upon posting to this Website. Your continued use of the Service will be deemed acceptance of any amended Policy.

Complaints

If You are dissatisfied with how We have dealt with Your personal information or wish to opt-out of direct marketing, or You have a complaint, You can contact Our complaints officer:

Email: info@bookitim.com.au

Website: www.bookitim.com.au

If You are dissatisfied with the response of Our complaints officer You may make a complaint to the Privacy Commissioner, who can be contacted on either www.oaic.gov.au or 1300 363 992.