



## Privacy Policy (as at 25 July 2022)

### 1. General


Gold Coast Motorcycle Rental (ABN 48695405426) (“we”, “us”, “our”) is committed to providing quality products and services to you and this policy outlines our ongoing obligations to you in respect of how we collect, use, disclose and manage your personal information when:


- You visit or shop with us at our website [www.goldcoastmotorcyclental.au](http://www.goldcoastmotorcyclental.au)
- You use and contribute to any of our social media;
- You otherwise engage in with us such as when you make an enquiry or contact us, or participate in a survey, promotion, competition, or event.

By engaging in the above activities, you acknowledge and accept the terms of our Privacy Policy.


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, manage and dispose of your personal information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [www.aaic.gov.au](http://www.aaic.gov.au)

 [www.goldcoastmotorcyclental.au](http://www.goldcoastmotorcyclental.au)

 0408 49 49 75

 [office@goldcoastmotorcyclental.au](mailto:office@goldcoastmotorcyclental.au)

 PO Box 134, Southport BC, QLD 4215



## **2. What is personal information and why do we collect it?**

Personal information is information or an opinion that identifies you, or from which your identity can be reasonably determined. Examples of personal information we collect may include names, addresses, email addresses, and phone numbers, bank and credit/debit card details.


We collect your personal information for the primary purpose of providing and improving our products and services to you, supporting our business administration and related functions, assisting with any enquiries you make, providing information to our suppliers, meeting our legal obligations and marketing.


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.

When we collect your 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.


## **3. Sensitive information**

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs,

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membership of a trade union or other professional body, criminal record or health information.

While we do not actively seek such information, where it becomes apparent through our collection of your personal information, sensitive information will be used by us only with your consent; or where required or authorised by law.

This does not include any sensitive information which you may disclose publicly through any comments or feedback posts you may leave on our website or social media platforms, and which other users may see.

#### **4. How do we collect your personal information?**

Your personal information is obtained in many ways including interviews, correspondence, by telephone, by email, via our website [www.goldcoastmotorcyclental.au](http://www.goldcoastmotorcyclental.au), from your website, from media and publications, from social media platforms, from other publicly available sources, from cookies and from third parties.

##### **4.1. Cookies and other technologies**

We use cookies and other technologies to track information about use of our site to create an improved, more personalised experience for you.

Cookies are small files stored on your device that allow our websites to recognise a particular device or browser. We use cookies and other technologies to improve



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site functionalities, measure the effectiveness of our marketing campaigns, and tailor advertisements to make them more relevant to you.

You can choose to delete cookies that are already on your computer by going to the “settings” section in your browser – this should provide instructions on how to locate the file or directory that stores cookies. Even if you delete cookies from your computer you can still use our site, but your user experience may be affected and some features of the site may not function.

#### **4.2. Social media**

We may also use a number of social media platforms. We may use information that you make public when you use these services or platforms. The types of information available for use by us may include images and text relating to us or our products, services, promotions, and events.

#### **4.3. Third parties and their websites**

Where reasonable and practicable to do so, we will collect personal information only from you. However, we may have arrangements in place with third parties that allows us to collect or have access to the information that you share with them. We will not enhance the information that they hold about you.

You may be able to access other third party websites through our website. Your use of these third party websites is governed by their own policies. You should



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make sure that you have read and understood these policies. We don't guarantee website links or policy of authorised third parties.

## **5. How do we use your personal information?**

### **5.1. General Use**

We may use your personal information to communicate with you, including to:

- Fulfil orders for purchases you make with us
- Provide you with details about our products, services, promotions, and events.
- Respond to enquiries you make with us
- Deal with complaints or requests you may inform us of

### **5.2. Direct marketing**

We will only use your personal information for direct marketing purposes if you have provided your information to us for that purpose or if you have otherwise consented to us using your information for direct marketing.

If you agree to receive direct marketing communications from us, we may contact you from time to time with information about our products, services, promotions, and events, where we think these may be of interest to you. You may unsubscribe from our mailing/marketing lists at any time through the unsubscribe link on our website and marketing emails, or by contacting us via



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email. We will make sure to comply with your request within a reasonable timeframe and as required by all applicable laws.

### **5.3. Analytics**


We may use anonymised personal information to assist us in determining shopping and purchasing preferences and patterns, and to improve our product and service offerings.


### **5.4. Disclosure of your personal information**

Personal information may be disclosed in a number of circumstances including the following:

- Third parties who provide products, perform functions or services in connection with our business such as delivery, product repair or recall, payment processing, marketing, surveys, banking, information technology services including data storage, hosting and security for operation of our website
- Third parties where you have specifically consented to that disclosure
- Where we are otherwise required to do so by law

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## **6. How do we secure your personal information?**

### **6.1. General**

Your personal information is stored in a manner that reasonably protects it from misuse, interference, loss, 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. However, most of the personal information is or will be stored in client files which will be kept by us for a minimum of 7 years.

### **6.2. Our website**

We take all reasonable precautions so that our site is hosted and operate securely by implementing technical measures, such as computer passwords, data back-up and anti-virus software. You should also take precautions to protect your information when using the internet. This includes checking that you are accessing a secure server, normally indicated by the presence of an unbroken key or closed lock symbol generally located either at the bottom left or top right of your browser window. You should also check that your URL is secure by looking for the first characters 'https' (rather than just 'http').



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### **6.3. Payment details**

We are compliant with the Payment Card Industry Data Security Standard (PCI DSS) which is an information security standard for organisations that handle credit card and/or other payment data. This means that when you shop with us online, your credit card and/or other payment details will be handled using secure processes. Regardless, you should always exercise caution when shopping online, and never enter any credit card details when contacting us via email or through the “Contact Us” form on our website, as in these instances those details are not protected by encryption.

### **6.4. Contact Us**

If you become aware that your information has been subject to misuse, interference, loss, unauthorised access, modification or disclosure, you should contact us immediately.

## **7. How do you access and correct your personal information?**

### **7.1. General**

It is an important to us that your personal information is up to date. We will take all reasonable steps to make sure that your personal information is accurate, complete and up-to-date.



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## **7.2. Accessing your personal information**

You can access your personal information through the 'My Account' portal on our website. You may also request a copy your personal information by contacting us via email. In order to protect your personal information we will require identification from you before releasing the requested information. Please ensure provide us enough information so we can respond to your question or concern otherwise we may need to ask you for more information which can delay the process. We do not charge any fee for providing a copy of your personal information.

## **7.3. Updating your personal information**

If you find that the information we have is not up to date or is inaccurate, you may correct the information by accessing the 'My Account' portal on our website, or by contacting us via email. Please update or advise us as soon as practicable so we can update our records and ensure we can continue to provide quality products and services to you.

## **8. Policy updates**

This Policy may change from time to time and is available on our website. We encourage you to periodically review this Privacy Policy so you remain informed about how we handle your personal information.



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## 9. Privacy policy complaints and enquiries

If you have any queries, concerns or complaints about our Privacy Policy please contact us via email. If you are not happy with our response, please let us know and we will aim to address any further concerns you have. If you remain unhappy with our response, you can contact the Office of the Australian Information Commission (OAIC) at [www.oaic.gov.au](http://www.oaic.gov.au).



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