



## Privacy Policy

Splitters Farm is committed to protecting your privacy and the confidentiality of your personal information and credit-related personal information (information). In handling your information, we are bound by, and comply with, the Privacy Act 1988, the Australian Privacy Principles (APPs) and the Credit Reporting Privacy Code (Code).

This Privacy Policy also relates to Splitters Farm's related entities and our subsidiaries.

This privacy policy sets out how we collect and manage your information, how you can access that information should you need to and how you can complain if you are not satisfied with our management of your information.

The Privacy Act applies to individuals and their personal and sensitive information.

Your personal information may include the following:

- Sensitive information (includes information or opinion about an individual's racial or ethnic origin, political opinion, religious beliefs, sexual orientation or criminal record);
- Address
- Family details
- Credit card & payment information

### **COLLECTION OF INFORMATION**

We collect information from you so that we can perform our various functions in the course of providing you with our services. We also collect your information where the law requires us to do so.

Where appropriate, we will collect your information for the following purposes:

- to respond to your enquiries about our products or services we can offer you;
- verify your identity information with an official record holder;
- provide customer support;
- promote our products, partners and services;



- manage any complaints;
- manage any business arrangements under which we provide or receive goods or services.

We also use the information we collect to:

- manage your guest account;
- develop new products, policies and procedures;
- undertake market research;
- obtain legal and compliance advice about our obligations;
- meet our regulatory and legal obligations.

The information we collect may include personal information, contact details, and location details depending on the goods & services you are obtaining from us.

We are required to collect certain information to effectively service your booking. If you choose to not provide us with your information as requested by us, we may not be able to deal with you, or to provide you with a booking or service.

Wherever possible, we will collect your information directly from you. However we may also need to obtain personal information about you from a third party.

We may also collect information from you if you choose to use our website to communicate with us. We will collect the information you provide through our interactive facilities, such as customer enquiry forms, online booking pages, live chat capabilities or comment forms. We take steps to protect any information we collect so it will be safeguarded from misuse, loss, unauthorised access, use, disclosure or modification.

## **WEBSITE INFORMATION COLLECTION**

When you visit our website, our ISP host records a range of information, including your server address, domain name, the date and time of the visit and the pages viewed. This information may be collected by using cookies, which is data sent to your web browser. This allows our site to interact more efficiently with your computer.

If you disable the use of cookies, your use of our site may be affected. Information collected about your visit to our site is retained for statistical and website development reasons and is not in a form which would enable us to identify you.



When visiting our site, you will not be required to provide us with any personal information unless you request information about our accommodation, activities, events, or your responding to a promotion. If you do, we will ask you to provide contact details along with other information required to respond to your contact with us.

We may also retain that information provided for product planning purposes. It may also be used for direct marketing purposes unless you tell us you do not wish to receive marketing material.

## **STORAGE OF INFORMATION**

We are committed to safeguarding information we handle about you. This includes preventing its misuse or loss and unauthorised access, modification or disclosure both internally and externally.

Some of the ways we protect your personal information include:

- external and internal premises security
- restricted access to information
- entering into confidentiality agreements with employees and contractors
- having in place stand-by systems to deal with major business interruptions
- maintaining technology products to prevent unauthorised computer access
- regular reviewing and testing of technology in order to improve the level of security
- Various legislation requires us to retain your personal information for a period of time after our business dealings have finished. We will destroy or permanently de-identify information if it is no longer required for the purpose for which it was collected.

## **USE AND DISCLOSURE**

We use your information:

- to consider and/ or provide you with the services you may require;
- to advise you of other products or services that we consider may be of interest to you;
- to facilitate the promotion or provision of a product or service by one of our contracted service providers;



- prevent or investigate any actual or suspected fraudulent or unlawful activity or misconduct;
- perform other functions and activities associated with managing our relationship such as, debt collection, market research, risk management, audits/reviews, complaint management and product or service development among other things.

Where you, as an individual, make a booking with us, you authorise how we may collect, use and disclose your personal and credit information. We will disclose your information to third parties only as the Privacy Act permits and where there is a valid reason to do so. All third parties must use your information only for the specific purpose for which we supply it.

Third parties may include:

- employees, contractors, auditors and advisers;
- credit reporting bodies;
- contracted service providers (e.g. computer systems consultants, document custodians, mailing houses etc.) to enable them to perform those services);
- property management systems used to manage your booking;
- insurers, insurance brokers and insurance assessors;
- debt collection agencies;
- government authorities and law enforcement agencies, as required by law only

## **DISCLOSING INFORMATION OVERSEAS**

We do not send or store your information overseas. However some of our third party service providers may send or store your information overseas. We provide the following list of third party service providers so you can access their own Privacy Policies as follows:

1. Newbook Online – Property Management System
2. Book Easy – Online Booking platform
3. Bundaberg Tourism – Local RTO
4. Tyro Payments
5. XERO Accounting – Accounts Payable / Receivable
6. Stripe - Online Payment Gateway
7. Mailchimp – Digital communications



8. Facebook / LinkedIn / Instagram

## **CREDIT REPORTING**

We may also provide your information to, and receive your information from, a credit reporting body. We may:

- Disclose your information to a credit reporting body for credit assessment or collections purposes
- default history
- Notify the credit reporting body of any overdue payments, provided they are more than 60 days overdue, we have attempted to collect the payment and we have notified you of our intention to do so
- Notify the credit reporting body of a serious credit infringement if we have reasonable grounds to believe you fraudulently obtained, or attempted to obtain, credit from us or that you have shown an intention to evade your obligations under the contract with us. We will only do this if we have not been able to contact you over a 6 month period;
- Any information shared with, or by, a credit reporting body is held in electronic form, traceable through the credit reporting body or our systems by time, date, account and user.

## **INFORMATION ACCESS**

You may request access to and correction of information Splitters Farm holds about you by contacting us..

## **DIRECT MARKETING**

We will keep you informed about the services & products we offer (or those offered by our subsidiaries, joint venture partners and third parties for which we act as agent) if we believe this information may be of interest to you, or if it may help us develop and improve our services to you.

However we respect your wishes with regard to your privacy, so if you do not wish to receive this information please contact us as per our contact details below regarding direct marketing. If we are not advised in this regard, we will continue to use your personal information for this purpose.



We will also continue to send you information relating to the services that you have selected, such as newsletters, tours, activities and events

## **COMPLAINTS AND CONCERNS**

If you lodge a complaint, Splitters Farm will investigate your complaint.

Within 7 days after the complaint is made, we will give you written notice that acknowledges the complaint, and sets out how we will investigate the complaint.

We will advise you of the outcome of the investigation within 30 days of the complaint. If we require a longer period to investigate the complaint, we will seek your agreement in writing.

If our initial response is not acceptable, you should lodge a formal complaint with our Management Team who will review your complaint. The complaint will be acknowledged within 3 business days, and you will be provided with a written response within 21 days.