



East Coast Kayaking Privacy Policy

East Coast Kayaking (ECK) recognises that your personal information is important to you and that you are concerned with its collection, use and disclosure. ECK like other companies operating in Australia, is bound by the National Privacy Principles as set out in the Privacy Act 1988 (Cth) which set clear standards regarding these activities.

We may, from time to time, review and update this policy, including taking account of new or amended laws, new technology and/or changes to our operations.

This policy contains information about:

- when you can deal with ECK anonymously;
- the purposes for which ECK collects, holds, uses and discloses personal information;
- the types of personal information that ECK collects;
- how ECK collects and holds personal information;
- how you may access the personal information that ECK holds about you, and how you may seek correction of that personal information; and
- how you may complain about a breach of the Australian Privacy Principles by ECK and how ECK will deal with such a complaint.

We may also use your personal information for other purposes related to those described above which would be reasonably expected by you.

When can you deal with ECK anonymously?

Generally, you can deal with ECK anonymously (i.e. without identifying yourself). In certain circumstances however, ECK will ask you to provide personal information because it is required by law to do so, or because it would be impracticable to deal with you anonymously. These circumstances include where you order goods online (including when you might pick up such goods from our store), where you return goods for repair, where you purchase goods to be delivered, where you enter one of our competitions, when you submit a request, enquiry, review or complaint.

What is Personal Information?

When used in this policy, the term “personal information” has the meaning given to it in the Act. In general terms, it is any information that can be used to personally identify you. This may include (but is not limited to) your name, age, gender, postcode and contact details (including phone numbers and email addresses) and possibly financial information, including your credit card, direct debit or PayPal account information. If the information we collect personally identifies you, or you are reasonably identifiable from it, the information will be considered personal information.

Why does ECK collect, hold, use and disclose personal information?

ECK collects, holds, uses and discloses personal information for a number of purposes connected with our business operations, which include:

- providing you with products and/or services requested;
- dealing with requests, enquiries, complaints, consumer guarantee or warranty claims, and other customer care related activities;
- marketing our products and services and providing advice on our products;
- developing and improving our products and services;
- in connection with competitions;
- the operation and administration of accounts that you have with us ;
- payment processing;

- interacting with companies or organisations with whom ECK has a business relationship (where you work for, or otherwise represent, such an organisation);
- reconciling payments due to ECK from suppliers in relation to goods or services provided to you by those suppliers;
- complying with our obligations under agreements with third parties (for example, under our authorised dealer arrangements with suppliers); and
- carrying out any activity in connection with a legal, governmental or regulatory requirement that we have to comply with, or in connection with legal proceedings, crime or fraud prevention, detection or prosecution. We may also use and disclose your personal information for other purposes related to those described above which would be reasonably expected by you.

Documents (including hard copy documents and electronic documents such as emails) that coincidentally contain personal information will also be retained in accordance with ECK's normal document retention practices for accounting, legal and business purposes. Generally, you have no obligation to provide any personal information requested by us. However, if you choose not to do so where we require this information, we are unlikely to be able to provide you with the goods and services that you want.

What personal information does ECK collect?

The kinds of personal information we collect or which we may hold about you may include:

- your name;
- your address;
- your date of birth;
- your telephone number(s);
- your email address;
- your next of kin;
- your medical information as relevant to on-water activities
- payment information;
- transaction information;
- your username and password;
- information contained on identification documents (such as driving licences) and, in some specific cases, copies of such identification documents, where we require these to verify your identity, in the case of job applicants;
- information on how you use our products and services;
- your Internet Protocol ("IP") address, server address, domain name and information on your browsing activity when visiting one of our websites;
- your user name for social networking sites that you use, to refer to, or in conjunction with, our goods and services; and
- personal preferences regarding products and services.

How does ECK collect and hold your personal information?

We collect personal information in a number of ways including:

- when you order goods or services from us (either online, in-store or over the telephone);
- when you set up an account with us;
- when you subscribe to our mailing list
- when you enter competitions or promotions that we run;
- when you provide us your details for customer care purposes;
- when you browse one of our websites (further information is set out later in this Privacy Policy);
- when you submit an enquiry using one of our websites;
- when you complete surveys or provide online feedback or product reviews; and

- when you publicly comment about us on social media sites (for example so that we can answer questions about our products).

Generally, ECK will collect your personal information directly from you. However, ECK also holds information, collected incidentally, concerning individuals who work for companies or organisations that have a business relationship with ECK. Additionally, if you apply for a job with ECK we may collect personal information about you from any third parties that you nominate as your referees in your application.

ECK holds personal information in a number of ways, including:

- as part of customer records and other electronic documents on which personal information is contained which are stored on our information technology systems and servers operated by third parties who provide services to us in connection with our business; and
- by securely storing hard copy documents on which personal information is contained, at our various premises.

Marketing

When you create an account with us your details will be added to our marketing database to receive information relating to ECK and our products. You may also choose to receive such information by subscribing to our marketing database via one of our websites.

To opt-out of receiving ECK marketing materials and newsletters, you will need to unsubscribe from our marketing database. To do this, simply select the "unsubscribe" option in one of the emails that you receive from us. Please note that if you have an account with ECK, we may still need to send you essential information about your account.

How do we disclose your personal information

ECK may disclose or receive personal information or documents about you to / from:

- organisations that provide services to us in connection with our business, including customer support, payment processing, administration, mail and delivery, installation, distribution, logistics, marketing, or technical services In some cases these service providers may collect your personal information on our behalf;
- if you return goods to ECK to be repaired, our repairs system administrator, the manufacturer of the goods and authorised repairers;
- law enforcement agencies to assist in the prevention, investigation and prosecution of criminal activities;
- our insurers and insurance brokers; and
- to other third parties where you have specifically consented to the disclosure of information to these third parties.

Personal information collected on behalf of other parties

ECK may collect information about you on behalf of third parties, for example:

- where we may request suppliers send goods directly to your shipping address;
- where goods supplied are customised to your specifications;
- where courses are conducted in conjunction with Australian Canoeing

How we deal with your personal information if you apply for a job with us

If you apply for a job with us, you may be required to provide us with certain personal information, including your name, employment and educational background, and other personal information which we may require you to provide, or which you choose to provide us, in relation to your job application.

We will hold, use and disclose that information solely for the purpose of considering your application. In particular, in considering your application, it may be necessary for us to disclose some of that information to third parties to verify the accuracy of that information. In such circumstances, we will disclose only such information as is necessary in the circumstances.

In considering your application, we may also collect personal information about you from any third parties that you nominate as your referees in your application.

Security of your personal information

We will take reasonable steps to ensure that the personal information that we hold is stored in a secure environment protected from misuse, interference and loss and any unauthorised access, modification or disclosure.

How to access, correct and update your personal information

Upon your request, ECK will provide access to your personal information that we hold (except in certain circumstances set out in the Privacy Act 1988 (Cth)). ECK will, of course, require some proof of your identity before providing information to you.

You may also request us to correct the personal information that ECK holds about you. If you do so and we are satisfied that, having regard to a purpose for which the information is held, the information is inaccurate, out-of-date, incomplete, irrelevant or misleading, ECK will take such steps as are reasonable in the circumstances to correct your personal information to ensure that, having regard to the purpose for which it is held, the information is accurate, up-to-date, complete, relevant and not misleading.

To request access to the personal information that ECK holds about you, or to update or correct that personal information, please send a written request our Privacy Officer by email

roh@eastcoastkayaking.com, or by mail

The Privacy Officer
East Coast Kayaking
PO Box 7522
Beaumaris VIC 3193

How to make a complaint

If you are concerned that the way ECK collects, holds, uses or discloses your personal information may be in breach of the Australian Privacy Principles, please send written details of your complaint to The Privacy Officer (as above)

How ECK will handle complaints

After receiving a complaint, we will consider whether we need any further information from you to properly consider and investigate the complaint, and may request such information from you. We will then:

- conduct internal discussions with the relevant business units involved in the collection, holding, use or disclosure of your personal information which is the subject of your complaint, and evaluate whether we believe that such collection, holding, use or disclosure of your personal information was in breach of the Australian Privacy Principles; and
- notify you of the results of our investigation of your complaint, within 30 days where possible.

If the conclusion of our investigation is that our collection, holding, use or disclosure of your personal information was in breach of the Australian Privacy Principles, we will take steps to remedy the breach as soon as reasonably practicable.

If you are not satisfied with our response to your complaint you are entitled under the Privacy Act 1988 (Cth) to make a complaint to the Office of the Australian Information Commissioner. Information about how to make a complaint is available from the Office of the Australian Information Commissioner's website (www.oaic.gov.au).



Additional information for users of our websites

If you visit www.kayakshopaustralia.com.au, www.eastcoastkayaking.com or other ECK websites (the "Websites") to read, browse or download information, our system may record information such as the date and time of your visit to the Website, the pages accessed and any information downloaded. This information is used (i) for statistical and reporting purposes; (ii) for website administration, security and maintenance purposes; and (iii) to direct you to material on our Websites that we believe will be of interest to you.

Like many websites, our Website may use "cookies" from time to time. Cookies are small text files that we transfer to your computer's hard drive through your web browser to enable our systems to recognise your browser and your log-in status. Cookies may also be used to record non-personal information such as the date, time or duration of your visit, or the pages accessed, for website administration, statistical and maintenance purposes. Any such information will be aggregated and not linked to particular individuals. The default settings of browsers usually allow cookies, but users can easily erase cookies from their hard-drive, block all cookies, or receive a warning before a cookie is stored. Please note that some parts of the Website may not function fully for users that disallow cookies.

While we take great care to protect your personal information on our Website and use state-of-the-art data transmission encryption, unfortunately no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, we cannot ensure or warrant the security of any information that you send to us or receive from us online. This is particularly true for information you send to us via email. We have no way of protecting that information until it reaches us. Once we receive your transmission, we use our best efforts to ensure its security in our possession.

The Websites may contain links/ plug-ins to other sites. We are not responsible for content of, or the privacy practices or policies of, those sites.

Privacy Queries

If you have any queries or concerns, further information can be obtained by contacting our Privacy Officer by email roh@eastcoastkayaking.com, or by mail

The Privacy Officer
East Coast Kayaking
PO Box 7522
Beaumaris VIC 3193

OutEd Pty Ltd (trading as East Coast Kayaking) ABN 16591982867

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