



# Privacy Policy

## Description:

This document sets out how CS=E may collect, hold and use personal information. By providing personal information to CS=E, the individual consents to its use, storage and disclosure in accordance with this Privacy Policy.

## Philosophy

The protection of personal information is important to CycleSense = Excellence Pty Ltd (CS=E). CS=E is committed to respecting the right to privacy and the protection of personal information.

## Definition of Personal Information

Personal information is information or an opinion (including information or an opinion forming part of a database) from which it is possible to determine a person's (you, your) identity.

The information collected or held by CS=E about any person will vary depending on the circumstances of collection. It may include, but is not limited to, a person's name, email and/or postal address, phone number, date of birth, gender or communication history with CS=E.

## How does CS=E collect personal information?

Information may be collected from you when you:

- 1) Subscribe to any publication of CS=E, including electronic publications
- 2) Voluntarily provide details to CS=E
- 3) Participate in any CS=E program, activity or event
- 4) Apply for employment, a contract for services, or a volunteer position with CS=E
- 5) Where CS=E is required to do so by law (for education, child protection, work health and safety laws, medical treatment or other legislation in Australia).

## How does CS=E use personal information?

CS=E and third parties to whom we may disclose personal information in accordance with this Privacy Policy, may use your personal information to:

- 1) verify your identity;
- 2) complete background checks;
- 3) research, develop, run, administer and market competitions, programs, activities and other events relating to CS=E;
- 4) research, develop and market products, services, merchandise and special offers made available by CS=E, sponsors and third parties;
- 5) respond to emergency situations involving or requiring medical treatment;
- 6) administer, manage and provide you with access to CS=E's website;
- 7) administer and manage CS=E's database; and
- 8) keep you informed of news and information relating to CS=E events, activities and opportunities via various mediums.



## Disclosing personal information

CS=E may disclose your personal information to a range of organisations which include, but are not limited to:

- 1) contractors we engage to carry out functions and activities on CS=E's behalf, including direct marketing (refer Direct marketing);
- 2) our professional advisers, including our accountants, auditors and lawyers;
- 3) our insurers;
- 4) CS=E's sponsors, partners and affiliates;
- 5) government departments or agencies and government and law enforcement bodies; and
- 6) in other circumstances permitted by law (refer Other Disclosures)

## Direct marketing

We will assume consent to use non-sensitive personal information to provide better services and for marketing purposes (including disclosure of such information to service providers).

Every person whose data is collected by CS=E has the option to refuse e-mail, SMS or posted offers by making a request in writing to CS=E's Privacy Officer via the contact details set out below or by making use of the opt-out procedures included in any communications from us (however, information relating to the option to unsubscribe from those communications may be retained).

## Other disclosures

In addition, CS=E may also disclose personal information:

- 1) with your express or implied consent;
- 2) when required or authorised by law;
- 3) to an enforcement body when reasonably necessary; or
- 4) to lessen or prevent a threat to an individual or public health or safety.

## CS=E website

When users visit the CS=E website, our systems may record certain information about their use of the site, including the web pages visited and the time and date of their visit. AGF uses this information to help analyse and improve the performance of the CS=E website.

Websites linked to the CS=E website are not subject to CS=E's privacy standards, policies or procedures. CS=E cannot take any responsibility for the collection, use, disclosure or security of any personal information that you provide to a third party website.

## Accessing and seeking correction of information held by CS=E

CS=E will take all reasonable steps to ensure that the personal information it collects, uses or discloses is accurate, complete and up-to-date. However, we rely on the accuracy of personal information as provided to us both directly and indirectly.

We encourage all users to regularly review and update their personal information. If you would like to access personal information that we hold about you, we require you to put your request in writing. If we do not allow you access to any part of the personal information we hold about you, we will tell you why.

Individuals may also request access to their personal information held by us by making a request via the contact details set out below. We will respond to your request for access within 14 days and endeavour to provide the



requested information within 30 days. If you find that the personal information we hold about you is inaccurate, incomplete or out-of-date, please contact us immediately and we will see that it is corrected.

### **Resolving privacy issues and complaints**

Any issues or complaints in relation to the collection, use, disclosure, quality, security of and access to your personal information may be made to the CS=E Privacy Officer at this address:

Privacy Officer  
CycleSense=Excellence  
Email: [info@cyclesense.com.au](mailto:info@cyclesense.com.au)  
Phone: 0408 092 592

For further information on CS=E's management of personal information, please contact CS=E at [info@cyclesense.com.au](mailto:info@cyclesense.com.au). Further information on privacy generally can be found at [www.privacy.gov.au](http://www.privacy.gov.au) or via the privacy hotline on 1300 363 992. CS=E may amend this Privacy Policy from time to time and the most up-to-date version shall be posted at [www.cyclesense.com.au](http://www.cyclesense.com.au).