

Adventure Tasmania Privacy Policy

In Effect: 11th December 2023

Welcome to Adventure Tasmania Pty Ltd. We are committed to protecting the privacy and security of the personal information of our guests and website visitors. This Privacy Policy outlines deals with the protection of your Privacy while you use our website: www.adventuretas.com.au.

This website is owned and operated by Adventure Tasmania Pty Ltd (ABN 47 663 935 582).

This Privacy Policy only refers to the Adventure Tasmania website. This website may contain links to other websites or applications, but if that is the case, the Privacy Policy does not apply to any of those linked websites or applications. Some information is gathered from the users of the Adventure Tasmania website. This policy described how we collect, use, disclose, and safeguard your information.

By continuing to use the website, you acknowledge that you have had the chance to review and consider this policy and you acknowledge that you agree to it. This also means that you also consent to the use of your information and the methods of disclosure as described in this Privacy Policy. If you do not understand the Privacy Policy or do not agree to it, then please do not use the website.

1. Definitions

“Company IP: includes, but is not limited to, the contents, layout, design, colours, appearance, graphics and imagery of the website, content and materials as well as all copyrights, trademarks, trade secrets, patents and other intellectual property contained on the website, content and materials.

“Content” means any content, writing, images, audiovisual content or other information published on the website.

“Effective Date” means the date that this Privacy Policy comes into force.

“Items” means any and all of the Product, Services, Content and Materials collectively.

“Materials” means any materials, information or documentation that we may provide to you in connection with your use of the services or website including documentation, data, information developed by us or owned by us and other materials which may assist in your use of the services or website.

“Personal Information” means information that we obtain from you in connection with your use of the website.

“Services” means any or all services provided on the website.

“Third Party Links” means links or references to websites, none of which are controlled by us.

“Third Party Service Provider” means a party, separate from our company by which provides services that assist us in serving you. This may include, but not limited to web hosting, IT services, security services, marketing services, payment processing, deliveries, customer service or other services.

“Us”, “We”, “Our”, “the Company” or “the Owner” refers to Adventure Tasmania Pty Ltd.

“You” or “Your” refers to the user of the website

“Your Content” means any Content posted to or added to the website content or materials by you or by somebody authorised by you or doing so on your behalf.

2. Information Collection

- a. When you use the website, we may collect information from you through automatic tracking systems (such as information about your browsing preferences).
- b. In addition, we may collect information that you volunteer to us (such as information that you provide during a sign-up process or at other times while using the website).
- c. In order to access some specific features of the website, you are required to provide some personal information. During this process, we collect some of your personal information, in the following manner:
 - i. We will not collect information that identifies you personally, except when you specifically volunteer that information to us when using specific website features. These specific website features might include, but are not limited to:
 - a. Making purchases
 - b. Receiving notification by text message or email about events and promotions
 - c. Receiving general emails from us
 - ii. In addition to any personal information that you are required to provide in order to access these features, you may be required to provide more information. For example, in order to make a purchase you will be required to provide credit card information, billing information and postal addresses.

3. Cookies

- a. Cookies enable us to tailor our configurations to your needs and preferences, in order to improve your user experience.

4. Storage of Information

- a. We take the protection and storage of your personal information very seriously. We take all reasonable steps to protect your personal information.
- b. We use appropriate physical, digital, managerial and security measures to store your personal information and to protect it against unauthorised access, destruction or disclosure.

5. Third Parties

- a. We may provide your personal information to Third Party Service Providers so that they can help us to serve you via our website. We may use Third Party Service Providers to assist with information storage (such as cloud storage).
- b. We may provide some of your personal information to Third Party Service Providers for the purpose of analysing data or tracking usage. For example, we may use these services to find out where page requests come from, dates and times of page requests, details of any websites that referred you to our website and other details about your usage of our website. This information enables us to understand patterns of use by our users.
- c. We may use a Third-Party Service Provider to host the website.
- d. Your personal information will not be sold or otherwise transferred to other third parties without your approval.
- e. We will not knowingly share your personal information with any third parties other than in accordance with this privacy policy.

- f. If your personal information might be provided to a third party in a manner which is other than as explained in this Privacy Policy, you will be notified. You also have the opportunity to request we do not share that information.

6. Related Entities

- a. We may share your personal information, including personal information that identifies you personally, with any of our parent companies, subsidiary companies, affiliates or other trusted related entities.

7. How Information is Used

- a. We use your personal information to help us improve your experience with our website. We may use your personal information for purposes including, but not limited to:
 - i. Order fulfillment
 - ii. Providing customer service to you
 - iii. Marketing and advertising to you including both direct and indirect marketing and advertising.

8. User Rights

- a. If you receive an email from us in relation to the product and would prefer not to receive such correspondence in the future, you may follow the instructions in the email to opt out of future correspondence. You may also contact us using the details at the end of this policy. We will make all reasonable efforts to promptly comply with your requests. However, you may receive subsequent correspondence from us while your request is being handled.
- b. You have the right to request access to any of your personal information which we are holding. You have the right to request that any of your personal information be updated or corrected. In order to request access, an update or correction, please email contact@adventuretas.com.au.

9. Policy Updates

- a. We reserve the right to make changes to this Privacy Policy at any time. If we make changes to this policy, unless we obtain your express consent to those changes, then such changes will only apply to any information that we obtain from you, after the date that the changes take effect. If we make changes to this policy, your continued use of the website after the date that the changes take effect, confirms that you acknowledge, accept and agree to those changes.

10. Complaints

- a. We take customer satisfaction seriously. If you have a complaint regarding the handling of your personal information, we will endeavour to handle it promptly and fairly. Complaints are reviewed within seven (7) days. After that period, our team may be in contact to collect further information. We will propose a resolution but, in any case, we hope to resolve the complaint within 21 days.
- b. Please email us at contact@adventuretas.com.au. Describe the nature of your complaint including dates, relevant people involved, any consequences that have occurred, and what you believe should be done to rectify the issue.

- c. If you are not satisfied with our response, you may refer your complaint to a relevant external dispute resolution organisation.

11. Contact Details

Zahara Lemon, General Manager
(P): 0491 467 344
(E): contact@adventuretas.com.au