

Tracksy Privacy Policy

Effective Date: 05/09/2025

Business Name: Tracksy

Introduction

This Privacy Policy explains how **Tracksy** (“we”, “us”, “our”) collects, uses, stores, and protects your personal information (as defined under the *Privacy Act 1988 (Cth)*) and sensitive information (as defined in clause 7 of this Privacy Policy and the *Privacy Act*) (together, **Personal Information**) in connection with our software application known as **Tracksy** (“Platform”), our website www.tracksy.com.au (“Website”), and any related products or services we provide (“Services”).

We are committed to complying with the *Privacy Act 1988 (Cth)*, the **Australian Privacy Principles (APPs)**, and other applicable privacy laws. Where relevant, we also comply with certain overseas privacy laws, including the **US Privacy Act of 1974**, **HIPAA**, **COPPA**, **CCPA**, the **EU GDPR**, and the **UK GDPR** (collectively, “Applicable Privacy Laws”).

We are the “APP entity” and “data controller” responsible for your Personal Information. This Privacy Policy also applies to Personal Information collected through direct communication between you and us, whether online, in person, or by other means.

We may use both our own resources and trusted third-party providers, located in Australia and overseas, to deliver our Services

1. Scope

1.1 This Privacy Policy applies to all individuals who use our Services or whose Personal Information is processed by us, including customers, prospective customers, suppliers, contractors, job applicants, and visitors to our Platform or Website.

1.2 This Privacy Policy should be read alongside any other privacy or fair processing notices we may provide on specific occasions when we collect or process Personal Information.

2. Types of Information We Collect

We may collect the following categories of Personal Information:

- **User Account Credentials** – usernames, account numbers, passwords.

- **Personal Details** – name, location, date of birth, nationality, and identification details (e.g., driver’s licence, passport).
- **Contact Information** – email address, phone number, postal address, geo-location, IP address, device identifiers.
- **Health Information** – details about health conditions, illnesses, disabilities, or injuries (where relevant to the Services).
- **Device Information** – technical details about your device and browser.
- **Financial Information** – bank account or credit card details.
- **Statistical Information** – behavioural and statistical data relating to your use of the Platform and Services.

We may also collect Personal Information about third parties you provide to us. You must ensure that those individuals are aware of and agree to this Privacy Policy, or that you have authority to provide their information to us.

3. Collection of Anonymous Information

We may use tracking technologies such as cookies, pixels, or transparent GIFs to measure the effectiveness of our online advertising and improve user experience. The information collected is anonymous and may include:

- Server address
 - Domain name
 - Date, time, and length of visit
 - Pages accessed
 - Referring site
 - Browser type and version
 - Protocol version used
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4. Purpose of Collection

We collect your Personal Information for purposes including:

- Enabling you to use our Platform and Services
- Communicating with you about our Services and offers

- Providing information, advice, and customer support
 - Conducting research to improve our Services
 - Processing payments and issuing invoices
 - Sharing information with third parties where necessary to deliver Services
 - Responding to complaints and resolving disputes
 - Assessing job applications
 - Performing identification and security checks
 - Complying with legal and regulatory obligations
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5. How We Collect Information

We may collect Personal Information when you:

- Purchase products or services from us
 - Register for an account on our Platform
 - Contact us via social media, email, or phone
 - Make an enquiry or complaint
 - Have authorised representatives provide information on your behalf
 - Attend our events
 - Access or use our Platform
 - Apply for a job with us
 - Are referred to us by third parties, including data analysis agencies
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6. Use and Disclosure of Personal Information

We may disclose your Personal Information to:

- Our employees, contractors, and service providers to operate our Platform and deliver Services
- Suppliers and other third parties with whom we have commercial relationships
- Government agencies, regulators, and law enforcement bodies where required or authorised by law
- Any other organisation for an authorised purpose with your consent

We will only use your Personal Information for the purpose for which it was collected unless:

- You have consented to another use; or
 - The use is otherwise permitted under the APPs or other applicable law.
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6.2 Use and Disclosure Relating to AI

Some features of the Platform (“AI Features”) are powered by **OpenAI LLC**. To optimise these features, we may transmit your Personal Information to OpenAI, including to locations outside Australia. By using AI Features, you consent to this transfer. You may withdraw consent at any time by contacting us.

7. Sensitive Information

We only collect Sensitive Information where it is reasonably necessary for our functions or activities and with your consent or where required or authorised by law.

8. Opt-In and Opt-Out Rights

You may opt out of certain data collection or marketing communications at any time. This may limit our ability to provide some Services.

9. Inability to Collect Personal Information

If you do not provide requested Personal Information, we may be unable to:

- Provide Services to you
 - Process benefits or discounts
 - Notify you of updates
 - Provide you with information about products or services
 - Tailor your Platform experience
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10. De-Identified Information

We may use de-identified data for business purposes and may share aggregated, non-identifiable data with third parties.

11. Cookies

We use cookies to improve your experience, assist with navigation, and support marketing efforts. You can disable cookies in your browser settings, but some features of the Platform may not function properly.

12. Safety and Security

We store Personal Information in secure electronic or hard copy form and use industry-standard security measures. We may disclose data to overseas cloud providers, ensuring they comply with privacy obligations under the *Privacy Act 1988 (Cth)*.

13. Destruction of Information

When no longer needed, and unless required by law, we securely destroy or de-identify Personal Information in accordance with the APPs.

14. Indemnity

While we take reasonable steps to protect your Personal Information, we cannot guarantee complete security. You agree to indemnify Tracksy against claims arising from your use of the Platform or breach of our Terms of Service.

15. Accessing and Updating Information

You may request access to, or correction of, your Personal Information. We may require identity verification and may charge a reasonable fee for access. We will respond to requests in accordance with the APPs.

16. Connecting via Social Networks

If you sign in via a social network, we may retain the Personal Information provided by that network in accordance with this Privacy Policy.

17. Right to be Forgotten

You may request deletion of your Personal Information, subject to legal retention requirements.

18. Links

We are not responsible for the privacy practices of third-party websites linked from our Platform.

19. Direct Marketing

We may send you marketing communications, which you can opt out of at any time by using the unsubscribe link or contacting us directly.

20. Complaints and Disputes

If you have a complaint about our handling of your Personal Information, contact us at:

Tracksy

Address: 4/2 Saffron St, Elanora, QLD

Email: info@tracksy.com.au

We will respond promptly and in accordance with the APPs.

21. International Transfers

We may transfer your Personal Information outside Australia, ensuring adequate protection through recognised safeguards, such as contractual clauses or transfers to jurisdictions with equivalent privacy protections.

22. Foreign Laws

We comply with Applicable Privacy Laws globally and recognise rights such as access, correction, erasure, objection, withdrawal of consent, and the right to complain to relevant authorities.

23. Information About Minors

Our Platform is not intended for individuals under 18. If we become aware of data collected from a minor without consent, we will delete it.

24. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on our Platform, and the updated version will take effect when posted.