



## PRIVACY POLICY

The Mandurah Boat Charters User Privacy Policy (“Privacy Policy” or “Policy”) was last updated on 14<sup>th</sup> July 2024. It is effective immediately for all new Mandurah Boat Charters users, pre-existing Mandurah Boat Charters users, all Mandurah Boat Charters staff and contractors using any Mandurah Boat Charters system.

This Privacy Policy explains Mandurah Boat Charters’ privacy and information practices for its website, and mobile applications (‘Online Services’). This Policy describes the types of information collected, how that information is used and disclosed, and how you can access, modify, or delete information.

When referring to ‘you’ we are referring to staff, guests and contractors.

### 1. INFORMATION COLLECTED

1.1 We collect information from you when you use our Online Services or visit our offices.

1.2 When using our Online Services, you may provide information directly, such as by filling out a form, completing a ‘Contact Us’ form or signing up for newsletters or other communications. Additionally, you may choose to provide your location when using a service provided by Mandurah Boat Charters.

1.3 We may also collect information from you automatically when you use our Online Services. For instance, we may collect information about the time and duration of your visit, the referring URL, your Internet Protocol (IP) address, the type of device you use and its operating system, your advertising ID (e.g., AAID and IDFA), and other device identifiers.

1.4 If our contact and dealing with you is via our website(s) or other e-platforms where our advertising is displayed, cookies may be used. By using our website(s), you consent to our use of cookies.

1.5 Our website(s) may contain links to third party websites or micro-sites not controlled or owned by us. It is your responsibility to check the status of these sites before using them. Please read their applicable terms and conditions, etc. carefully.

### 2. HOW YOUR INFORMATION IS USED

2.1 Mandurah Boat Charters uses the information we collect for three primary purposes: 1) to operate our business, including providing and improving our products and services; 2) to send you communications; and 3) to tailor and show advertisements to you.

2.2 We use the information we collect to perform essential business operations, for example to understand when and how our customers access our website, and to develop, provide, improve, and personalise Mandurah Boat Charters’ products and services and to provide customer support.

2.3 We use information we collect to deliver and personalise communications through various channels, including email and social media advertising, and other channels where you have consented to receiving communications from us.

2.4 We also use the information you provide us to help tailor and show advertisements to you. We may partner with third parties to help us display relevant advertising and to manage our advertising across multiple channels. Our third-party partners may use cookies and non-cookie-based technologies in order to help us show you advertising based upon your browsing activities and interests.



### **3. SHARING PERSONAL INFORMATION**

3.1 We may share information we collect about you with third parties who provide services on our behalf to help with our business activities (e.g., advertising, market research).

3.2 We may also share your information with service providers that help us market our products or services to you and to tailor and deliver advertisements to you.

3.3 We may disclose personal information when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with the law, including valid legal requests from private parties, law enforcement, or other government agencies (e.g. summons or court order).

3.4 If Mandurah Boat Charters is involved in a merger, acquisition, dissolution, or sale of all or a portion of its assets, we reserve the right to transfer your personal information. You will be notified via a prominent notice on our website of any change in ownership and choices you may have regarding your personal information.

### **4. YOUR PRIVACY CHOICES**

4.1 We enable you to maintain control of your privacy by providing choices about what information you provide us and how we communicate with you, and by providing access to your personal information.

4.2 You have choices about what information you provide to us. Where information is required, it will be marked as such. If the information input fields are not marked as required, providing the information is optional. Note that failing to provide some of the requested information may limit your use of our products or services.

4.3 You may opt out of communications at any time by clicking "Unsubscribe" at the bottom of an email, following instructions provided in the communication.

4.4 You may access, correct, or delete your personal information by contacting us.

4.5 We will endeavour to provide you with access to your personal information wherever possible. Note that in some cases we may not be able to provide you access, such as where providing access would be unreasonably difficult or would compromise the privacy of others.

### **5. DATA RETENTION**

5.1 Mandurah Boat Charters retains the information we collect for as long as necessary to conduct our business operations, to provide the products and services you have requested, or for other essential purposes such as complying with legal obligations, resolving disputes, and enforcing our agreements.

### **6. INFORMATION SECURITY**

6.1 The security of your personal information is important to us. While we follow generally accepted security standards to safeguard the information submitted to us, it is not possible to guarantee the security or integrity of information. Therefore, we encourage you to take precautions to protect your information, including protecting your passwords, using secure networks to access the Internet, and logging out of online services when you are away from your device.

### **7. LINKS TO OTHER WEBSITES**

7.1 Mandurah Boat Charters' products and services may contain links or references to other websites or companies not operated or controlled by us. The policies and procedures described here do not apply to those third parties. Links or advertisements do not imply that Mandurah Boat Charters endorses or has reviewed such third parties or their privacy practices. Visit those third parties' websites or contact them directly for information on their privacy policies.



## **8. CHANGES TO THIS PRIVACY POLICY**

8.1 We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will place a notice on our website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. Your continued use of Mandurah Boat Charters products or services after any changes or revisions to this Policy shall indicate your agreement with the revised terms.

## **CONTACT US**

If you have questions or complaints regarding our privacy practices or this Privacy Policy or would like to exercise your rights as explained in this Policy, please contact us at [info@mandurahboatcharters.com.au](mailto:info@mandurahboatcharters.com.au)