



# HIGHRISE ALLSTAR CHEERLEADING

## Privacy Policy

Highrise is committed to protecting the personal information entrusted to it. We endorse the Australian Privacy Principles contained in the Privacy Act 1988 and support the role that the Australian Privacy Commissioner within the Australian Human Rights Commission plays.

The purpose of this privacy policy is to:

- give individuals a better and more complete understanding of the sort of personal information that Highrise holds, and the way we handle that information
- clearly communicate the personal information handling practices of Highrise, and
- enhance the transparency of Highrise's operations.

Personal information is information about an identified individual, or an individual who is reasonably identifiable whether the information or opinion is true or not; and whether the information or opinion is recorded in a material form or not.

## Queries Complaints Access and Correction

You have a right to request access to your personal information held by us and to request its correction. If you wish do to so please see our contact details.

If you wish to make a formal complaint, please provide your complaint in writing to our listed address of 2/51-55 Bassett St, Mona Vale. We will consider your complaint promptly and contact you to seek to resolve the matter.

If we have not responded to you within a reasonable time, you are entitled under the Privacy Act to make a complaint to the Australian Privacy Commissioner within the Australian Human Rights Commission.

Queries, complaints, requests for access to or correction of personal information can be sent to [info@highrisecheerleading.com.au](mailto:info@highrisecheerleading.com.au)

Or by mail or phone to

Highrise Allstar Cheerleading (Trading as – Highrise Sports Centre)  
2/51-55 Bassett St, Mona Vale, NSW, 2104  
Phone: 0435 398 252

## Customers

Highrise respects the rights of individuals to determine to whom they give their personal information and how their information is used. Our customer's privacy is very important to us and we will value the trust you place in us in giving us your personal information. We take this responsibility seriously and we are committed to safeguarding your information and using it for the purposes for which you have entrusted it to us.

## What Information we collect

We collect a range of information from our customers that is directly related to the products and services you choose. Where we wish to use the information for other purposes we will seek your agreement beforehand. The kind of personal information we collect can include: name, contact details, location, demographic information like gender, age, relationship status and so on, products you are interested in, previous experience.

## How We Collect Information

As much as possible we collect information directly from our customers. We do this in a number of ways, including when you:

- provide us with personal information over the phone or through personal mobile computing devices, like smart phones and tablets;
- fill out application forms; or
- submit your personal details through our website.

We also collect solicited personal information indirectly, through publicly available sources, or through social media sites, like Facebook, Twitter, Google and others, who disclose to their users that the users' personal information is provided to businesses like Highrise. We may also collect or have access to personal information through our related companies such as Highrise Sports Centre, Highrise Parkour Academy, Highrise Dance. We do this where:

- the customer has consented to such collection or would reasonably expect us to collect their personal information in this way, or
- if it is necessary for a specific purpose such as the investigation of a privacy complaint

We usually only retain unsolicited information about our customers when dealing with a customer enquiry or complaint or where we conduct an investigation. For example, your image may be present on CCTV footage that also records an injury of another customer.

## Using Personal Information

We use personal information to better understand our customers' interests and needs, tailor classes, to complete necessary daily tasks and to enrol athletes into competitions

We use personal information in the following ways:

- Provide, deliver, source, administer, improve and personalise our products and services;
- Process payments and provide refunds and discounts;
- Provide more relevant marketing offers through direct marketing, database compilation, market research, data analysis and segmentation, and the processing or creation of other marketing information;
- Combine or compile with publicly available information for the processing or creation of marketing offers and information;
- Personalising our customers experience, including, where appropriate, identifying individuals;
- Communicating with our customers, including responding to queries and complaints;
- Fraud prevention, including services regarding the protection of our customers' information, eg. credit card information;
- Develop and expand our operations to better suit our customers' needs, such as planning for future locations and classes;
- Maintaining and keeping our customers information current and as accurate as possible;
- Enrol customers into necessary competitions; and
- Insurer athletes through a third party insurer.

## Disclosure

We do not disclose personal information to third parties unless we are permitted to do so by law or you have given us your consent to do so. Third parties we may disclose personal information to include:

- Our related companies
- Our service providers including IT service providers, advertising and marketing service providers, mail houses and third party fulfilment contractors; and
- Our professional advisors including our accountants, bookkeepers, auditors and lawyers;
- Payment system operators and financial institutions; and
- Government agencies.

Some of our service providers provide services to us entirely or partly from overseas locations and we may in order to receive those services occasionally transfer personal information overseas, predominantly to the United States of America and the Asia Pacific Region, including where:

- we use service providers, cloud computing solutions or data storage located overseas;
- we need to comply with foreign legal or regulatory requirements; or
- an international payment has been made.

## Data security

We take active steps to protect the personal information we hold against loss, unauthorised access or use, modification or disclosure, and against other misuse. This includes any information that we disclose overseas.

Where data is held overseas, we require third parties to store such data in restricted access premises and provide appropriate protection against unauthorised disclosure. As a minimum security requirement, password authentication is required to access those databases in all cases. We also use fire walls, SSL technology and encryption for transmission of data where appropriate.

When the personal information that we collect is no longer required, we destroy, delete, store or de-identify it in a secure manner.

## Cookies

When you interact with us on the internet, our system automatically sends you a 'cookie'. A cookie is a small amount of information sent from a web server to your computer, electronic tablet or smart phone that enables your device to be recognised. It is used to handle your internet sessions on that device and contains a unique identifier.

Other information stored by the cookie includes website traffic data. This data is not used to identify individual details. We only collate the data into anonymous results in order to evaluate and improve our internet and service for our customers.

## Email and SMS Subscription Lists

We currently have electronic email lists and subscriptions. If you wish to be removed from such list please reply with an 'opt-out' request. Our email lists are 'opt-in' only when you fill in a form for us or request to join via email. Other methods of being subscribed to our email list may include sending online information containing your email address.

## Spam

We will never knowingly send you electronic messages without your consent. For more information on the Spam Act 2003, please visit <https://www.legislation.gov.au/Details/C2016C00614>

## Your Privacy choices

Where feasible, you can interact with Highrise anonymously or using a pseudonym. This will mean that most products and services that you will not be able to enjoy.

You can access the personal information that we hold about you and you can ask us to correct the personal information we hold about you.

## Employees

Highrise collects personal information from current, future and past employees directly and from third parties who have agreed to provide human resources related services to Highrise. We may collect sensitive information such as information about your health where necessary. Highrise uses this personal information to provide employment related services like Employee Assistance Programs, Professional Development and Coaching, Remuneration & Payroll, Injury Support, Redeployment Services, Fraud Prevention and Debt Collection through a third party delivery model. Third parties are engaged to provide some of these services and in doing so are all contractually obliged to comply with the Privacy Act.

## What information we collect and how we use it

If you send us an application or a resume for a job, we will use your personal information (including, where necessary, sensitive information such as information relating to your health) to assess your application and may disclose this information to recruitment agencies and other third party service providers for purposes such as aptitude, psychological and medical testing.

Highrise uses the feedback and results from such third party services in making current and future employment decisions.

Highrise will use information you provide regarding your prior employment history to seek further information about you from referees.

Highrise uses recruitment related information for:

- Communicating with employment candidates, including responding to queries and complaints;
- Undertaking market research, data analysis and segmentation of the job market, candidate profiles and recruitment outcomes.

Users may opt out of the DoubleClick cookie by visiting the [Google advertising opt-out page](#) or they may opt out of your use of Analytics by visiting the [Google Analytics Opt-out page](#)

## Suppliers

Highrise collects information from its suppliers in relation to sourcing and purchase of its products and provision of services to Highrise or its customers. This information is collected for business related purposes but does contain some limited personal information related to the name and contact details of the people that it deals with at its suppliers and service providers. The information will usually be collected directly from the supplier but may also be provided by third party sourcing agencies or business contacts.

Where the supplier provides products for Highrise, this information may be shared with Highrise's related entities. Highrise and its related entities will hold this information securely and will only disclose it for business related purposes.

The information is used for activities such as

- Sourcing and acquiring products for Highrise;
- Product innovation and quality control;
- Communicating with Suppliers;

- Investigation of complaints;
- Maintaining and keeping our suppliers' information current and as accurate as possible.