

BULLETPROOF PERFORMANCE PRIVACY POLICY

Bulletproof Performance (Official entity name Bulletproof People Pty Ltd as trustee for the Bulletproof People Unit Trust - ABN 62 759 912 587) along with its other trading entities Bulletproof Purpose and Futureproof People, is committed to protecting and respecting your privacy.

This policy (together with any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

1 Information collection

1.1 In order to provide a better service to you, we may collect and process the following data about you:

- (a) information that you provide by filling in forms on our sites www.bulletproofperformance.com.au, www.bulletproofpurpose.com.au, www.futureproofpeople.com.au ("**our sites**"). This includes information provided at the time of registering to use our sites, subscribing to our services, posting material or requesting further services. We may also ask you for information at other times, for example in connection with a promotion or when you report a problem with our sites;
- (b) if you contact us, we may keep a record of that correspondence;
- (c) we may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them;

1.2 We only retain personal data for so long as it is necessary. Data may be archived as long as the purpose for which the data was used still exists.

2 Uses made of the information

2.1 The purposes for which information may be used by us include:

- (a) ensuring that content from our sites is presented in the most effective manner for you and for your computer;
- (b) providing you with alerts, newsletter, education materials or information that you requested or signed up to;
- (c) carrying out our obligations arising from any contracts entered into between you and us;



- (d) allowing you to participate in interactive features of our service, when you choose to do so;
- (e) designing and conducting surveys/questionnaires for client profiling/segmentation, statistical analysis, improving and furthering the provision our products and services;
- (f) complying with laws and regulations applicable to us or any of our affiliates in or outside Australia;
- (g) legal proceedings, including collecting overdue amounts and seeking professional advices;
- (h) researching, designing and launching services or products including seminars/events/forums;
- (i) contacting the client directly; or
- (j) purposes directly related or incidental to the above.

3 Disclosure of your information

We will keep the personal data we hold confidential but may provide information to:

- (a) personnel, agents, advisers, auditors, contractors, financial institutions, and service providers in connection with our operations or services;
- (b) our offices, affiliates, business partners and counterparts (if any);
- (c) persons under a duty of confidentiality to us;
- (d) persons to whom we are required to make disclosure under applicable laws and regulations in or outside Australia; or
- (e) actual or proposed transferees or participants of our services in or outside Australia.

4 Performance 360 data collection

4.1 All individual responses to questions contained in any of our 'Performance 360' surveys are strictly confidential unless permission to share has been obtained from the participant.

4.2 The only parties with access to this data are:

- (a) Our office staff and contractors;



- (b) A contracted third party collating agent;
- (c) The client requesting the survey:

4.3 No personal contact information is collected.

4.4 All individual responses are collated by a contracted third party and reports and dashboards only are presented back to the client.

5 Cookies

5.1 Our websites use cookies to distinguish you from other users of our websites. This helps us to provide you with a good experience when you browse our websites and also allows us to improve our sites. By continuing to browse the sites, you are agreeing to our use of cookies.

5.2 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive.

5.3 We use the following cookies:

- (a) **Strictly necessary cookies.** These are cookies that are required for the operation of our websites. They include, for example, cookies that enable you to log into secure areas of our websites, use a shopping cart or make use of e-billing services.
- (b) **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our websites when they are using them. This helps us to improve the way our websites work, for example, by ensuring that users are finding what they are looking for easily.

5.4 Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

5.5 We may use the following third-party web analytic services on the websites. The service providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyse how visitors use the websites. The information collected through these means (including IP address) is disclosed to these service providers, who use the information to evaluate use of the websites. These analytic services may use the data collected to contextualise and personalise the marketing materials of their own advertising network.



Google Analytics

- 5.6 Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google's ability to use and share information collected by Google Analytics is in accordance with their policies: <http://www.google.com/policies/privacy/partners/>
- 5.7 You can prevent Google's collection and processing of data by using the Google Ads Settings page or downloading and installing their browser plug-in (<https://tools.google.com/dlpage/gaoptout>).
- 5.8 You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our sites.

6 Security

- 6.1 All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.
- 6.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our sites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

7 Changes to our privacy policy

We reserve the right to make changes to our privacy policy at any time and any changes we do may make in the future will be posted on this page.

8 Your consent and rights

- 8.1 By using our service, making an application or visiting our websites, you consent to the collection and use of your information and other activities as outlined in this policy.
- 8.2 Under the Privacy Act (the "**Act**"), individuals have the right:
- (a) to check whether we hold personal data about you and to access such data;
 - (b) to require us to correct as soon as reasonably practicable any data relating to you that is inaccurate;



- (c) to ascertain our policies and practices in relation to personal data and the kind of personal data held by us; and
- (d) to withdraw your consent to the use of your personal data for marketing purposes and we shall not use your personal data for marketing purposes after you communicate your withdrawal of consent to us.

8.3 You may exercise your opt-out right by notifying us if you wish to withdraw your consent to the use of your personal data for direct marketing purposes. Please send requests to opt-out and for access to data, correction of data, information regarding policies and practices and kinds of data held, questions or complaints to:

Email: info@bulletproofperformance.com.au

8.4 In accordance with the Act, we have the right to and may charge a reasonable fee for processing any data access request.

Last updated: **20th May 2019**

