

1. General

This is the privacy policy of GiddyUp (herein after referred to as 'us' 'we' or 'GiddyUp'). This privacy policy outlines how GiddyUp collects, uses, discloses and manages personal information. The main reasons we collect your information include (but are not limited to) the following:

- When you apply to become or are an existing user of GiddyUp.
- When you use any of our online, mobile or tablet applications or sites.
- When you communicate with us or we communicate with you.

2. Compliance

When collecting, using and handling personal information, we are required to comply with the *Privacy Act 1988* (Cth) (**Privacy Act**) and we are bound by the Australian Privacy Principles (APPs) set out in the Privacy Act.

GiddyUp is committed to ensuring that the personal information it collects is collected, used, disclosed and protected in accordance with the Privacy Act and this Privacy Policy.

In this Privacy Policy, 'personal information' means information or an opinion about an identified individual, or an individual who is reasonably identifiable (whether the information is true or not, and whether it is recorded in any form or not).

3. Collection of Personal Information

The types of personal information we collect and how we collect it depends on the circumstances. If you seek to use GiddyUp or are an active user or lapsed user of GiddyUp we collect and retain (relevant) personal information about you for the following purposes:

- if you wish to subscribe to or receive electronic communication such as newsletters, messages and the like;
- to facilitate your initial registration and usage of GiddyUp;
- to provide services such as exclusive offers (from us or our partners) to you that we judge to be of potential benefit to you and that align with our commercial aims and our Terms and Conditions and this Privacy Policy;
- to identify you as a legitimate user for probity and security purposes and to comply with our legal obligations;
- to maintain, manage and enhance your user experience (e.g. ensure you are using the latest version of the Application);
- to tailor or develop information, services or products which we think may suit your needs; and
- for marketing related purposes, including conducting research, conducting promotions, sending you newsletters and telling you

(including via email, SMS, social media postings or telephone) about products or services we think may be of interest to you).

4. Types of Personal Information

The kinds of personal information that GiddyUp generally or may from time to time need to collect about our users includes:

- name
- residential address
- date of birth
- gender
- email address
- phone number(s)
- personally-submitted preferences
- bank account and credit card information for paid competition entry or awarding of certain prizes
- identity verification information
- recordings of website activity and emails

We will ordinarily collect your personal information directly from you, primarily through your use of the website, application or over the telephone. We may also collect personal information indirectly, for example through agents or affiliates we engage to undertake marketing activities or through the use of analytics, for example through the use of cookies on our website or analytics in our application.

5. Notification and Collection of Personal Information

When we collect personal information about you, we are required to take reasonable steps to ensure that you are aware of certain information relating to our collection, use, disclosure and handling of personal information. We generally do this by ensuring that a 'collection statement' is provided when the personal information is collected. With specific reference to the GiddyUp registration process, acknowledgement of an understanding of the terms and conditions and this privacy policy constitutes acceptance of these policies and your consent to the collection of the types of information articulated in our Terms and Conditions and Privacy Policy.

When you register on our Application, and in other situations where you provide personal information to us, we deem your provision of personal information to be consent to us collecting, using and disclosing your personal information in accordance with the relevant collection statement.

6. Use and Disclosure of Personal Information

GiddyUp only uses and discloses personal information for purposes that are related to the purposes for which we have collected the information. For users of GiddyUp this means we primarily use personal information for purposes connected with establishing and administering your ongoing usage of GiddyUp and providing you with services and information relating to our products and those of our partners. We may provide the information derived from such profiling or analysis in de-identified form to potential and existing stakeholders. For example, we may use personal information to create aggregate data about our users through demographic profiling and statistical analysis of our user population and database, in order to allow for more efficient operation of the GiddyUp.

We may disclose your personal information:

- to our partners and affiliates who undertake promotional and marketing activities on our behalf (including contacting you with special offers that may be of interest);
- to organisations that provide services (including IT, consultancy and advisory services) to us;
- to any particular third parties or classes of third parties that we notify you of at the time of collecting your personal information that your personal information may be disclosed to, beyond the scope of our regular practices in line with the normal provision and adherence to this policy;
- to relevant law enforcement and peak sporting bodies for taking appropriate action if we have reason to suspect that unlawful activity or misconduct of a serious nature in relation to our services has been, is being or may be engaged in;
- to protect and maintain the integrity of particular sports / racing codes, by assisting controlling bodies in their inquiries or notifying such bodies of any betting activity we consider to be unusual or suspicious;
- where you have consented to the disclosure either expressly or by the circumstances and your conduct;
- where we consider disclosure is reasonably necessary to eliminate or minimise a risk to public health or safety;
- where we consider disclosure is reasonably necessary to investigate or deal with unlawful activity or serious misconduct;
- where we consider disclosure is reasonably necessary to locate missing persons;
- to establish or defend a legal claim; or where the disclosure is required or authorised by law.

We will take all reasonable steps to ensure that any personal information which is disclosed to a third party is protected by that party in accordance with the Privacy Act and is used only for the purpose or purposes for which we supplied that information to them. Usually we do this by imposing contractual requirements on or seeking assurances from third parties as to their compliance with the Privacy Act.

We do not disclose personal information to persons or organisations outside Australia.

7. Direct marketing and opting out

When registering as a user of GiddyUp, your acceptance of the Terms and Conditions and Privacy Policy at this stage signals acceptance of communications from us from time to time. This communication will take the form of game related communications such as reminder and results emails, as well as emails highlighting offers from us and our partners which may be of interest to you based on your interest and usage of the GiddyUp application/website. We may do this via email, SMS, telephone or mail or by social media.

You may choose to discontinue receiving promotional or marketing information from us by selecting the appropriate option on the in the app or by contacting us directly on our customer support email. If you no longer wish to receive marketing or promotional material from GiddyUp at all or in any particular form, you may contact us at any time by email to admin@g1giddyup.com.au with your request with which we will comply as soon as is practical. Where we send you commercial electronic messages for direct marketing purposes, each message will contain a functional means for you to opt-out of receiving such messages.

8. Personal information and our Application

In using the Application you agree to be bound by the terms of this Privacy Policy. We may review, change or update this Privacy Policy periodically and reserves the right to change the Privacy Policy at any time at its discretion by posting such changes on the Application. We will publish our current Privacy Policy on the Application and changes will take effect immediately at the time of publication. Your continued use of the Application following publication will constitute your acceptance of those changes. You should review this Privacy Policy regularly and remain familiar with its terms.

This Privacy Policy will not apply to other websites which are linked to the Application and over which we have no control. We are not responsible for, the use of, or the protection of information provided to, such websites beyond our control.

You acknowledge that no data transmission over the Internet is totally secure. Accordingly, we do not warrant the security of any information, which you transmit to it. Any information that you transmit to us is transmitted at your own risk. You further acknowledge that Information posted on bulletin boards or communicated within a social media environment (for example, Facebook, Twitter, Chat Rooms) becomes public information. We do not guarantee the security of this type of information.

Personal information has the potential to be collected when you use our website or Application through the use of cookies. Cookies are pieces of data stored by your web browser on your hard drive which contain information relating to your use of the website. When you access the website or Application, cookies may record details relating to your use of the website or application, including what pages you view from the website. We use cookies for the detection of fraud, statistical analysis, systems administration and internal management purposes only.

We may use third parties to serve ads on our website or application. The advertisers may employ cookies and action tags to measure advertising effectiveness. Any information that these third parties collect via cookies and action tags is completely anonymous.

9. Management and security of personal information

GiddyUp will take all reasonable steps to ensure that the personal information, which it collects, uses or discloses, is correct and is stored in a secure environment that is accessed only by authorised persons.

We will destroy or permanently de-identify personal information when it is no longer required for any purpose permitted under the APPs, including our legal or operational obligations. Once we receive your transmission, GiddyUp will take reasonable steps to protect your personal information from misuse, loss and unauthorised access, modification and disclosure.

GiddyUp takes reasonable measures to ensure that personal information which it collects is accurate, complete and current and also when it uses and discloses it, that it is relevant, having regard to the purpose for which it is being used or disclosed. We give you the opportunity to correct and update personal information at any time, and may contact you on a periodic basis to seek the most up-to-date information from you. We will correct your personal information if we are satisfied that it is accurate and needs to be corrected.

10. Personal Responsibility

You are responsible for the security of and access to the Application. You must log out of your account when you have completed your time on the website, and should not disclose your username, password or any account information to any other person.

11. Access to and correction of personal information

You may access personal information about you held by us by contacting us at admin@g1giddyup.com.au. To do so, you will need to provide evidence to confirm your identity before we can provide access. We will generally respond to all requests for access within 30 days of the request. If your request is particularly complex, or requires detailed searching of our records, there may be a cost to you in order for us to provide the information.

However, we may refuse a request for access in certain circumstances set out in the Privacy Act, including where:

- providing access would be unlawful;
- we are required or authorised to do so by or under an Australian law or court/ tribunal order; or
- where giving access would be likely to prejudice enforcement related activities by or on behalf of an enforcement body.

If we refuse your request or cannot give you access in the manner you have requested, we will do what we can to meet your requirements by other means. If we refuse access to your personal information, we will advise you in writing of the refusal, the reasons for the refusal, and the complaint mechanisms available to you.

If you believe that the personal information GiddyUp holds about you is inaccurate, incomplete or not current, please let us know and we will investigate and correct any inaccuracies if we are satisfied that a correction is required. If there are any details you wish to update which you cannot please contact admin@g1giddyup.com.au.

12. GiddyUp User-Verification of age and exclusion of minors

Users of GiddyUp are required to acknowledge that they are at least 18 years of age and children are excluded from access to our services. GiddyUp will act promptly to ensure minors are not using the service should we become aware of specific instances of this occurring. GiddyUp encourages responsible viewing and participation in sports and we encourage the role and responsibility of parents or guardians to monitor their children's Internet activities.

13. Complaints and further information

If you believe your privacy has been interfered with and wish to make a complaint, please contact our customer service representatives. We will investigate your complaint and notify you of the outcome. If your complaint indicates that there has been an interference with your privacy by a person other than GiddyUp, we may discuss your complaint with that other person in an attempt to resolve it.

If you are not satisfied with the outcome of your complaint or the way we handle it, you may make a complaint to the Office of the Australian Information Commissioner at [oaic.gov.au/privacy/making-a-privacy-complaint](https://www.oaic.gov.au/privacy/making-a-privacy-complaint).

If you have any queries, requests for access or correction or further information on our Privacy Policy, or if you have any concern about the handling of your personal information or wish to make a complaint, please contact admin@g1giddyup.com.au.

Further Information about privacy concerns or complaints in Australia can be found on the Office of the Australian Privacy Commissioner's website at www.oaic.gov.au.