

## Privacy policy

We recognise that your privacy is important to you and we are committed to protecting the personal information we collect about you. Within Australia, the Privacy Act 1988 (Cth) ('Privacy Act') and the National Privacy Principles which form part of the Privacy Act govern the way in which we manage your personal information and this policy sets out how we collect, use, disclose and otherwise manage personal information about you. We invite you to check our website regularly for any updates to this privacy policy.

### *GENERAL PRIVACY STATEMENT*

You may visit our Walk into Luxury website or our Cape to Cape Walk website (Walk into Luxury's dedicated website for its Cape to Cape group walk) without telling us who you are or revealing any personal information about yourself. However we do give you the opportunity to provide to us some of your personal contact information in order to receive information from Walk into Luxury from time to time. This information includes your name and email address. We also collect this and other personal contact information if you submit an only enquiry form or request a booking on the Cape to Cape Walk website. We will only use this information for the purposes described in this policy statement.

### *TYPES OF INFORMATION COLLECTED*

We may collect and hold personal information about you, that is, information that can identify you, such as your name, address, contact details and other information relevant to providing you with the services you are seeking.

We do not collect or store any personal credit card information on our websites. We use a third party internet payment gateway and internet merchant account, which is accredited with PCI Class 1 certification. This means that they use best practice measures to keep all credit card and account information used to purchase any product safe and secure.

Where a customer provides Walk into Luxury with credit card information via a phone call or on credit card payment form, any hard copy credit card information is destroyed as soon as it is processed through the payment gateway. Any electronic documents sent to us containing this information are stored securely on a password protected cloud-based system used by Walk into Luxury bookings staff.

### *PURPOSES OF COLLECTION*

Generally, we will collect and use your personal information for one or more of the following reasons:

- providing information and services to you or someone else you know;
- processing an enquiry you have made;
- undertaking various activities required by law;
- providing you with information about other services that may be of interest to you that we and other organisations that we work with (including other members of the Great Walks of Australia) may offer;

- providing you with promotional information about us and other organisations that we have affiliations with;
- facilitating our internal business operations, including the fulfilment of any legal requirements; and
- analysing our services and customer needs with a view to developing new and/or improved services.

#### *METHODS OF COLLECTION*

Personal information will generally be collected directly from you through the use of any of our standard forms, over the internet, via email or through a telephone conversation with you. There may, however, be some instances where personal information about you will be collected indirectly because it is impractical to collect personal information directly from you. We may obtain personal information about you from other organizations with which we have affiliations, where the transfer of your information to us is legal and in keeping with this privacy policy.

#### *FAILURE TO PROVIDE INFORMATION*

If the personal information you provide to us is incomplete and/or inaccurate, we may be unable to provide you, or someone else you know, with the services you or they are seeking.

#### *INTERNET USERS*

If you access our website, we may collect information about your connection session in the form of your IP (Internet Protocol) address and domain name. Also, our websites may from time to time use cookies. The main purpose of cookies is to identify users and to prepare customised web pages for them. Cookies do not contain personal information per se, but they may link back to a database record about you. We may use cookies to monitor usage of our websites and to create a record of when you visit our website and what pages you view so that we may serve you more effectively. No attempt will be made to identify users or their browsing activities except in the unlikely event of an investigation, where a law enforcement agency may exercise a warrant to inspect server logs. The statistics and log files may be preserved indefinitely and used at any time and in any way necessary to prevent security breaches and to ensure the integrity of the information supplied by us. Your personal information will not be released unless the law permits it or your permission is granted.

#### *LINKS TO OTHER WEBSITES*

Our websites may contain links to other websites. We are not responsible for the privacy practices of linked websites and so linked websites are not subject to our privacy policies and procedures.

#### *USE AND DISCLOSURE*

Generally, we use and disclose personal information about you for the purposes for which it was collected. We may also disclose personal information about you to:

- service providers who assist us in operating our business. These service providers may not be required to comply with our privacy policy;

- other service providers who provide the various services that you have requested and we have arranged. These service providers may not be required to comply with our privacy policy;
- Other organisations that we have affiliations with, such as the *Great Walks of Australia*, for the purposes of providing you with information about services and various promotions that might be of interest to you.

The Cape to Cape Walk is a member walk with the Great Walks of Australia collective, which showcases the best small group walks in Australia. As outlined in the booking terms for the Cape to Cape Walk, email and address contact details for guests who book this walk will be provided to Great Walks of Australia upon completion of the walk so that they may receive special offers and information from Great Walks of Australia.

### *STORAGE OF YOUR PERSONAL INFORMATION*

We keep your personal information for as long as is reasonably necessary for the purposes for which it was collected. We will actively review the personal data we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal, business or consumer need for it to be retained.

### *SECURITY*

We store your personal information in different ways, including on paper and in electronic form. We take commercially reasonable measures to ensure that your personal information is stored safely to protect it from misuse, loss, unauthorised access, modification or disclosure. These may include both electronic and physical security measures.

### *ACCESS*

You may be entitled to access the personal information we hold about you, upon making a written request. We will endeavour to provide you with access to the personal information requested within 30 days. We may charge you a reasonable fee for processing your request. We may decline a request for access to personal information where the Privacy Act requires us to do so. If, upon receiving access to your personal information or at any other time, you believe the personal information we hold about you is inaccurate, incomplete or out of date, please notify us immediately. We will take reasonable steps to correct the information so that it is accurate, complete and up to date.

### *FEEDBACK*

If you have any queries about our privacy policy or the way in which we handle your personal information, please contact us at [info@walkintoluxury.com.au](mailto:info@walkintoluxury.com.au).

More information

For more information about privacy in general, you can visit the Federal Privacy Commissioner's website at [www.privacy.gov.au](http://www.privacy.gov.au).

This privacy policy may change from time to time. The policy was last updated on 20 September 2018.