

Privacy Policy for Apate.AI Pty Limited

Introduction

Apate.AI Pty Limited ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website, www.apate.ai ("Website"). By accessing or using our Website, you agree to the terms of this Privacy Policy.

Information We Collect

Personal Information

The kind of personal information that we collect from you will depend on how you use the Website. Personal information which we collect and hold about you may include:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Account Information:** Username, password, and other registration details.
- **Payment Information:** Credit card details and billing information for transactions.
- **Communication Information:** Records of your communications with us, including emails and messages.
- **Usage Information:** Information about how you use our Website, including your IP address, browser type, and operating system.

Sensitive Information

Sensitive information is defined in the Privacy Act 1998 (Cth) (Privacy Act) as including information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record, or health information. Sensitive information will be used by us only:

- For the primary purpose for which it was obtained;
- For a secondary purpose that is directly related to the primary purpose;
- With your consent; or
- Where required or authorised by law.

How We Collect Your Personal Information

- **Direct Collection:** We may collect personal information from you whenever you input such information into the Website, related app, or provide it to us in any other way.
- **Cookies:** We may also collect cookies from your computer, which enable us to tell when you use the Website and help customize your Website experience. As a general rule, however, it is not possible to identify you personally from our use of cookies.
- **Third Parties:** Sometimes we may be given information from a third party. In cases like this, we will take steps to make you aware of the information that was provided by a third party.

Purpose of Collection

We collect personal information to:

- Provide you with the best service experience possible on the Website.
- Keep in touch with you about developments in our business.
- Disclose personal information to our service providers who assist us in operating the Website. Your personal information may also be exposed to maintenance and support personnel acting in the normal course of their duties.

By using our Website, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected such information directly from you and if it is material of a type which you would reasonably expect to receive. We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature, such as an unsubscribe button link.

Security, Access, and Correction

We store your personal information in a way that reasonably protects it from unauthorized access, misuse, modification, or disclosure. When we no longer require your personal information for the purpose for which we obtained it, we will take reasonable steps to destroy, anonymize, or de-identify it. Most of the personal information that is stored in our client files and records will be kept for a maximum of 7 years to fulfill our record-keeping obligations.

The Australian Privacy Principles:

- Permit you to obtain access to the personal information we hold about you in certain circumstances (Australian Privacy Principle 12).
- Allow you to correct inaccurate personal information subject to certain exceptions (Australian Privacy Principle 13).

Where you would like to obtain such access, please contact us in writing on the contact details set out at the bottom of this privacy policy.

Complaint Procedure

If you have a complaint concerning the manner in which we maintain the privacy of your personal information, please contact us at the contact details set out at the bottom of this policy. All complaints will be considered by the Privacy Officer, and we may seek further information from you to clarify your concerns. If we agree that your complaint is well-founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner.

Overseas Transfer

Your personal information may be disclosed to recipients outside Australia. We will take reasonable steps to ensure that any overseas recipient complies with the Australian Privacy Principles or is bound by similar privacy standards. If you request us to transfer your personal information to an overseas recipient, the overseas recipient may not be required to comply with the Australian Privacy Principles, and we will not be liable for any mishandling of your information in such circumstances.

GDPR Compliance

In some circumstances, the European Union General Data Protection Regulation (GDPR) provides additional protection to individuals located in Europe. Where this is the case, there may be additional rights and remedies available to you under the GDPR if your personal information is handled in a manner inconsistent with that law. These rights include:

- **Right to Access:** You have the right to request access to your personal data that we hold.
- **Right to Rectification:** You have the right to request correction of inaccurate personal data.

- **Right to Erasure:** You have the right to request the deletion of your personal data under certain conditions.
- **Right to Restriction of Processing:** You have the right to request the restriction of processing your personal data under certain conditions.
- **Right to Data Portability:** You have the right to receive your personal data in a structured, commonly used, and machine-readable format and have the right to transmit those data to another controller without hindrance from us.
- **Right to Object:** You have the right to object to the processing of your personal data under certain conditions.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our Website. Your continued use of the Website after the changes take effect will signify your acceptance of the revised Privacy Policy.

How to Contact Us About Privacy

If you have any queries, seek access to your personal information, or have a complaint about our privacy practices, you can contact us through:

- **Email:** contact@apate.ai
- **Address:** Privacy Officer, Level 2, 4 Research Park Drive, Macquarie Park, NSW 2113, Australia

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