



PRIVACY POLICY

Application

This policy applies to **Base Up Technologies Pty Ltd** and related bodies corporate (collectively referred to as "BaseUp", "we", "our", "us") and outlines our practices and rules concerning our collection and use of personal information.

Capitalised terms not defined have the same meaning as the Terms and Conditions, which can be found on our Website and Application.

When we refer to *personal information* we mean information from which your identity is reasonably apparent. This information may include the following:

- name;
- email address;
- telephone number and other contact details;
- credit card information;
- your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- details of the products and services we have provided to you or that you have enquired about, including any additional information necessary to deliver those products and services and respond to your enquiries;
- any additional information relating to you that you provide to us directly through our website or app or indirectly through your use of our website or app or online presence or through other websites or accounts from which you permit us to collect information;
- information you provide to us through customer surveys; or
- any other personal information that may be required in order to facilitate your dealings with us

It is important to us that you are confident that any personal information we hold about you will be treated in a way which ensures protection of your personal information.

This Privacy Policy explains how we collect and protect the privacy of personal information about you collected by us or provided by you to us, via our website ("Website") or application ("Application"). By using the Website and Application and any services we offer through the Website and Application, you agree to be bound by this Privacy Policy.

You may be able to access other websites by clicking on links we have provided on our Website and Application. You should be aware that we are not responsible for these other sites. You may need to check their privacy policies and practices, which may not be the same as our own.

Consent

By providing to us your personal information, you consent to us collecting that information and to us using and disclosing that information for the purpose for which you disclosed it to us. This is also done by using the Website and Application and any services we offer through the Website and Application.

Sometimes your consent may be implied through your conduct with us. In all cases, you agree that the provision by you to us of personal information constitutes consent to our collecting, storing, using and disclosing that information for the purposes outlined in this Privacy Policy.

Collection of Personal Information

We collect personal information in order to conduct our business, to provide and market our services and to meet our legal obligations. We will generally collect personal information about you directly from you when you use the Website or Application.

We may collect some information about your movements throughout our Website or Application. For example, we can identify the pages on our Website or Application that your browser requests or visits. This information can only identify you as an individual if you have chosen to identify yourself, for example, by registering on our Website or Application.

Normally, the type of personal information collected will include your first and last name, telephone number, occupation, e-mail address, service requirements, vehicle details, bank account, PayPal, credit or debit card details.

Collection of personal information from third parties

We may collect personal information about you from an Enterprise.

When we use data received from an Enterprise, we do not disclose any information that will personally identify you. You will remain anonymous, unless we obtain your prior consent or are by law required to disclose your personal information.

Use or disclosure of your personal information

In general, we use and disclose your personal information for the following purposes:

- to enable you to access and use our website and app;
- to operate, protect, improve and optimise our website and app, business and our users' experience, such as to perform analytics, conduct research and for advertising and marketing;
- to send you service, support and administrative messages, reminders, technical notices, updates, security alerts, and information requested by you;
- to send you marketing and promotional messages and other information that may be of interest to you, including information sent by, or on behalf of, our business partners that we think you may find interesting;
- to administer rewards, surveys, contests, or other promotional activities or events sponsored or managed by us or our business partners;

- to comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties; and
- to consider your employment application.

When your request to reserve a Parking Space is accepted by the Enterprise, it will be necessary for us to disclose some of your personal information to the Enterprise. For example, when a Reservation is confirmed, then the Driver's full name, licence plate number and review rating will be provided to the Enterprise.

We may, at our discretion, further disclose your personal information if we deem it necessary for the provision of the Services or a dispute arises between the Enterprise and Driver (for example, where the Enterprise suffers damage to the Parking Space or the premises on which the Parking Space is located).

We may from time to time engage third party contractors to carry out work for us, including overseas entities. Third party contractors are prohibited from using collected personal information about you, except for the specific purpose for which that personal information has been supplied by us to the contractor.

We may be obliged to disclose your personal information:

- under compulsion of law; or
- for avoiding the probable commission or concealment of a felony; or
- in accordance with any order, rule, practice or procedure of any court.

In order for payments to be processed, you may need to provide some necessary details to our payment processing agent(s). We have the facility to re-charge a payment source at a later date for recurring reservations, cancellation fees and other payments that need to be taken to enable the smooth running of the Website or Application.

Access to information

We will provide you with access to the personal information we hold about you. You may request access to any of the personal information we hold about you at any time by contacting us at team@baseup.com.au or using the methods detailed in the "Enquiries/ Contact Us" paragraph below.

Depending on the type of request that you make we may respond to your request immediately, otherwise we usually respond to you within seven days of receiving your request. We may need to contact other entities to properly investigate your request.

There may be situations where we are not required to provide you with access to your personal information, for example, if the information relates to existing or anticipated legal proceedings, or if your request is vexatious. An explanation will be provided to you, if we deny you access to the personal information we hold about you.

Accurate Information

If you wish to make any changes to your personal information, you may contact us. We will generally rely on you to ensure the information we hold about you is accurate or complete.

Security

We will take reasonable steps to protect your personal information by storing it in a secure environment.

Your personal information may be stored either in hard copy documents or as electronic data in BaseUp's software or systems.

We maintain physical security over our paper and electronic data and premises. We also maintain computer and network security through firewalls and other security systems such as user identifiers and passwords to control access to our computer systems.

We may use cloud storage to store the personal information we hold about you. The cloud storage and the IT servers may be located outside Australia.

In order for payments to be processed, you may need to provide some necessary details to our payment processing agent(s). These include bank account, PayPal, credit or debit card details. These details will be stored externally (in encrypted format) on the servers of the payment processing agent(s).

We cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. We take commercially reasonable efforts in accordance with this Privacy Policy to ensure the security of our systems.

Direct marketing

From time to time we may use your personal information to provide you with information about our services, changes to our organisation, or new products or services being offered by us.

By accepting BaseUp's terms and conditions and the terms of this Privacy Policy and by providing BaseUp with information or seeking its services, you consent to receiving direct marketing of relevant services or opportunities by BaseUp.

If you do not wish to receive marketing information, you may at any time opt out or decline to receive marketing information by contacting us at team@baseup.com.au or using the methods detailed in the "Enquiries/ Contact Us" paragraph below. If the direct marketing is by email you may also use the unsubscribe function. We will not charge you for giving effect to your request, and will take all reasonable steps to meet your request at the earliest possible opportunity.

Personal Information about other people

You must not provide personal information to BaseUp about another person, unless that person has authorised us, through you, to collect, use and disclose personal information about that person for the purposes described in this Privacy Policy.

Changes to this Privacy Policy

From time to time, BaseUp may review and update this Privacy Policy. Revised versions will be updated on BaseUp's website. Changes to this Privacy Policy are effective when they are posted regardless of whether you have actual notice of those changes.

Provision of a copy of the Privacy Policy

If you require a hard copy of this Privacy Policy or a copy in some other format particular to your needs, please contact us using any of the methods detailed in the "Enquiries/ Contact Us" paragraph below and we will arrange for a copy to be provided to you.

Enquiries / Contact Us

If you wish to provide any feedback, gain access to your personal information or make a complaint about a breach of your privacy or if you have any query on how your personal information is collected or used or any other query relating to BaseUp 's Privacy Policy, please contact us in any of the following ways:

Email: team@baseup.com.au
Post: BaseUp Level 5, 192 Pitt St, Sydney, NSW 2000