



# Privacy Policy

## Alliance Institute Australia

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***Effective Date: 1 July 2025***

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Alliance Institute Australia (“we”, “our”, “us”) is committed to protecting your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). This policy outlines how we collect, use, store, and disclose your personal information.

### **1. Personal Information We Collect**

We may collect your name, contact details, date of birth, IP address, device info, and preferences. Sensitive data will only be collected with your consent where required for insurance, identity verification, or service delivery purposes.

### **2. How We Collect Information**

We collect information directly from you via online forms, quotes, calls, and emails, or indirectly through cookies, analytics tools, and third parties such as brokers or insurers.

### **3. Use of Information**

We use your personal information to provide and manage insurance services, communicate updates, improve our website, and—where you have opted in—to send you marketing material.

### **4. Cookies and Tracking**

We use cookies to enhance functionality and analyse site usage. You can manage non-essential cookies through our cookie banner or browser settings.

### **5. Marketing and Consent**

We only send marketing emails or offers when you opt in. Every message includes an unsubscribe option. You may withdraw consent at any time by contacting us.



## **6. Disclosure of Personal Information**

We may disclose information to insurers, brokers, service providers, or regulators. Where information is shared overseas, we ensure compliance with APP 8.

## **7. Data Security and Retention**

We implement safeguards to protect your information from misuse, loss, or unauthorised access. We retain information only as long as necessary and securely destroy or de-identify data afterward.

## **8. Notifiable Data Breaches**

If a data breach is likely to cause serious harm, we will notify affected individuals and the OAIC as required under the NDB scheme. We will also take steps to mitigate harm and improve security.

## **9. Access and Correction**

You may request access to or correction of your personal information. Requests will be handled promptly in accordance with APPs 12 and 13.

## **10. Contact Us**

If you have a privacy-related question or complaint, please contact us at:

Email: [privacy@allianceia.com.au](mailto:privacy@allianceia.com.au)

Phone: +61 400 988 439

## **11. Changes to this Policy**

We may update this policy as needed. Any changes will be published on our website and noted with a new effective date.