



PRIVACY POLICY

## Introduction

This privacy policy will give you a more comprehensive explanation of how your Personal Information is handled by Wonder Kidz.

If there is anything that is not clear from this privacy policy, please feel free to email us at [admin@wonderkidz.net.au](mailto:admin@wonderkidz.net.au)

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [www.aaic.gov.au](http://www.aaic.gov.au)

## What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual.

Examples of Personal Information we collect include names, addresses, email addresses, and phone numbers.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone, email, via our website [www.wonderkidz.net.au](http://www.wonderkidz.net.au), from media and publications, from other publicly available sources, cookies and third parties.

We collect your Personal Information for the primary purpose of providing our services to you, namely the social and individual services in which your children are enrolled (including providing medical treatment that you may have authorised), providing information to our clients, and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure.

When we collect Personal Information, we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

## What we collect from you

- Mailing list If you sign up to one of our mailing lists, this means that you have opted-in and have consented to us sending you emails relating to the services

or products we provide. Do not worry, we won't spam you. We send all emails as per the guidelines set out by the Australian Communications and Media Authority.

- **User contact forms** When you fill out a contact form on our website, we will collect that information and use it to get in touch with you in response to your query. We may use the information to reach out to you to inform you of some of the services we provide, provided it is in line with your original query.
- When you sign up to our website using your details to create a login, we will collect this personal information so that your user preferences are stored when you come back and log in.
- **Direct Marketing** When it comes to direct marketing, no one likes being spammed. At Wonder Kidz, we may use your personal information to send you advertising that is customized to your interests, characteristics, or general location.
- **Opt-out:** As with all direct marketing correspondence that you receive from us via email, there is always an unsubscribe button or link located at the bottom of the email. With this, you can manage which messages you receive from us.

### What do we collect from your online activity?

[www.WonderKidz.net.au](http://www.WonderKidz.net.au) uses cookies and other digital identifiers that fall into the following three categories:

- **Site performance indicators:** these give us information on how our website is used so that we can make the necessary improvements or amendments to make your experience better.
- **Analytics Cookies:** these give us the statistics to understand how many people are on our website, which areas are popular and which areas we need to work on.
- **Advertising Cookies:** we use these cookies to understand what type of advertising would be suited to someone like you. That way, you would receive ads that are more likely to be relevant to you.
- **Cookie rights:** You can always disable our use of cookies by changing the security settings of your browser. However, please bear in mind that this may affect how some items are displayed on our website or may prevent some items from being displayed.
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[www.wonderkidz.net.au](http://www.wonderkidz.net.au) may collect, use and/or share your location data to provide you with location-based services. Please be aware that your location data may only be tracked through an opt-in process which most browsers and devices will notify you of. No location data will be collected without your authorization being provided.

## What we collect and receive from other social network widgets and buttons (Instagram, Facebook etc.)

By clicking or using any social network widgets on our website, you understand that you do so in accordance with the terms and privacy policy of those services. 'Liking' or 'Following', and content posted using these widgets may become visible to your social network.

## Sensitive Information

Sensitive information is defined in the Privacy Act to include 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 authorized by law.

## Disclosure of Personal Information

Your Personal Information may be disclosed by us in a few circumstances including the following:

- To third parties where you consent to the use or disclosure; and
- Where required or authorized by law.

There are only a limited number of exceptions that allow or require Wonder Kidz to use or disclose your children's personal information for other purposes, and they include the following:

- (1) when required or authorized by or under an Australian law or a court/tribunal order, such as disclosure to the Department of Education,
- (2) when Wonder Kidz reasonably believes the use or disclosure is necessary to lessen or prevent a serious threat to the life, health, or safety of any individual, or to public health or safety, and it is unreasonable or impracticable to obtain the individual's consent to the use or disclosure, and
- (3) when Wonder Kidz reasonably believes that the use or disclosure is reasonably necessary to assist in locating a person who has been reported as missing.

## Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification, or disclosure. When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information.

## Maintaining the Quality of your Personal Information

It is important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete, and up to date.

If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you. You can update your Personal Information by updating your account at any time.

**We understand that your personal information is important to you and are thrilled that you made it this far! If you have any questions or concerns about this policy or our practices, you can get in touch with us.**

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