



## Privacy Policy

Moreton Island Adventures (**MIA**) is committed to protecting the privacy of our employees and customers, and developing technology for an efficient and safe online experience. This privacy policy follows the Australian Privacy Principles (APP) introduced in March 2014. This Statement of our Privacy Policy applies to the MIA website, including our bookings website ([bookings.moretonislandadventures.com.au](http://bookings.moretonislandadventures.com.au)), and governs all aspects of data collection and usage of said data. By using the MIA websites, you consent to the data practices and privacy policy as described in this statement.

All information provided to our company will be handled in an open and transparent manner.

### Collection of your Personal Information

MIA collects information that may personally identify you, such as your e-mail address, name, and your telephone number. In addition, MIA may collect anonymous demographic information which is not unique to you, such as your post code, preferences, and favourites. Information about your computer hardware and software may be automatically collected by our server hosting company. This information can include: your IP address, browser type, domain names, access times, and referring website addresses. MIA uses this information for the operation of services, to maintain service quality, and to compile general statistics regarding customer use of the MIA. We strongly encourage you to review the privacy statements of any websites you choose to link to from MIA so that you can understand how those independent websites choose to collect, use, and potentially share your information with others. MIA has no responsibility for the privacy policies of others or for any content on websites outside of the MIA and MIA family of websites.

### Use of your Personal Information

MIA collects and uses your personal information to operate the MIA website and to deliver the services you have requested. MIA may also use your personally identifiable information to inform you of other products or services available from MIA and its affiliates. MIA may contact you via email to conduct research about your opinion of current services or of potential new services that may be offered in the future. You may decline to participate in all surveys and to opt out of any communications from MIA that you do not wish to receive. MIA does not sell, rent, or lease its customer lists to third parties. We may occasionally contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, street address, telephone number) is not transferred to the third party. In addition, MIA may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services, and they are required to maintain the confidentiality of your information.

MIA tracks the websites and pages our customers visit within the MIA brand family and our affiliates in order to determine what MIA services are the most popular. This data can then be used to deliver customized content and advertising within MIA to our customers whose behaviour indicates that they are potentially interested in a particular subject area. MIA will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is indeed necessary to: (a) conform to the edicts of the law or comply with legal process served on MIA and our websites; (b) protect and defend the rights or property of MIA and our brand family; and, (c) act under exigent circumstances to protect the personal safety of users of MIA, or the public.

## **Use of Cookies**

The MIA website uses “cookies” that work to personalize your online experience. A cookie is a text file that is placed on your computer’s hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you. The purpose of this cookie is to tell the web server that you have returned to a specific page and it is a convenience feature to save you time. For example, if you personalise MIA pages, or register with the MIA website or register for any of our services, cookie files allow MIA to recall your specific information on subsequent visits. This simplifies the process of repeated recording of your personal information, such as billing addresses, shipping addresses, and so on. When you return to the MIA website, the information you have previously provided can be retrieved so you can easily use the MIA website features that you customized. You always have the choice to accept or decline cookies and the MIA website will be functional should you choose to decline the cookies though you may need to re-enter information and preferences as they will not be saved. Most internet browsers are set to automatically accept cookies, but you can choose to modify your browser settings to decline cookies if you prefer. If you do choose to decline cookies, you may not be able to fully experience the interactive features of the MIA services or websites that you visit.

## **Security of your Personal Information**

MIA secures your personal information from any unauthorized access, use, or disclosure. MIA secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. When your personal information (such as a credit card number) is transmitted to other websites, it is protected using encryption, such as the Secure Socket Layer (SSL) protocol.

## **Accessing and changing your personal information**

Any private information held by MIA will be provided to the relevant individual upon request through the contact form, unless the provision of this information could pose a threat to life, health or safety, the request is frivolous or vexatious, the information relates to existing or anticipated legal proceedings or providing access would be against the law or it is required to be provided under an Australian law.

Any request from an individual, should there be no reason not to supply the information, will be completed within a reasonable period from the date that the contact form is completed.

It is our aim to ensure information held on an individual is up to date, complete, relevant and accurate. Any errors will be corrected upon request via the contact form and where applicable, the individual advised of the correction.

## **Changes to this Statement**

MIA will occasionally update this Statement of Privacy to reflect company and customer feedback. We encourage you to periodically review this Policy information so that you may be informed of how MIA is protecting your information.

Any concerns about this Policy and its contents may be directed to management at any time.

**Elizabeth Hemmens     CEO**



**Moreton Island Adventures, November 2020**

**Privacy Contact: [bookings@moretonislandadventures.com.au](mailto:bookings@moretonislandadventures.com.au)**