

YOOCHOOZ APPS PTY LTD – PRIVACY POLICY

Yoochooz Apps Pty Ltd (ABN 71659410198) (**we, us or our**), understands that protecting your and your child/children's personal information is important. This Privacy Policy sets out our commitment to protecting the privacy of personal information provided to us, or otherwise collected by us when providing our mobile application 'Yoochooz' to you and your child/children (**Services**) or when otherwise interacting with you and your child/children.

So that your child/children can easily understand how we will use their personal information in relation to our Services, we also provide a child-friendly privacy policy available here www.yoochooz.com.au. We encourage you to read through it with your child/children to make sure everyone understands and is comfortable with how we handle personal information.

The information we collect

Personal information: is information or an opinion, whether true or not and whether recorded in a material form or not, about an individual who is identified or reasonably identifiable.

The types of personal information we may collect from parents/caregivers that use our Services include:

- **Identity Data** including first name and last name.
- **Contact Data** including billing address and email address.
- **Financial Data** including bank account and payment card details (through our third party payment processor).
- **Transaction Data** including details about payments to you from us and from you to us.
- **Technical and Usage Data** including internet protocol (IP) address, your login data, your browser session and geo-location data, device and network information, statistics on page views and sessions, acquisition sources, search queries and/or browsing behaviour, information about your access and use of our website, including through the use of Internet cookies, your communications with our website, the type of browser you are using, the type of operating system you are using and the domain name of your Internet service provider.
- **Profile Data** including your username and password for Yoochooz, your use of our Services (including any purchases you have made), support requests you have made, send receive and share through our platform, your preferences, feedback and survey responses.
- **Marketing and Communications Data** including your preferences in receiving marketing from us and our third parties and your communication preferences.
- **Sensitive information** is a sub-set of personal information that is given a higher level of protection. Sensitive information means information relating to your racial or ethnic origin, political opinions, religion, trade union or other professional associations or memberships, philosophical beliefs, sexual orientation or practices, criminal records, health information or biometric information. We do not actively request sensitive information about you. If at any time we need to collect sensitive information about you, unless otherwise permitted by law, we will first obtain your consent and we will only use it as required or authorised by law.

If you are a parent or caregiver and sign up to use our Services, we may collect the following personal information about your child/children:

- **Identity Data** including the first name and last name of your child/children.
- **Activity Data** including images your child/children send and receive, text messages they send, and people with whom they communicate or share content.
- **Location Data** including when your child/children use our services which can be determined by using GPS, IP address, WI-FI access points, sensor data from their device, and Bluetooth enabled devices. The Location Data we collect depends in part on the settings on your child/children's devices.
- **Technical and Usage Data** including internet protocol (IP) address, your child/children's login data, their browser session and geo-location data, device and network information, statistics on page views and sessions, acquisition sources, search queries and/or browsing behaviour, information about your child/children's access and use of our website, including through the use of Internet cookies, and your child/children's

communications with our website, the type of browser your child/children are using, the type of operating system your child/children are using and the domain name of their Internet service provider.

- **Profile Data** including your child/children's username and password for Yoochooz, including, support requests they have made, content they post, send, receive and share through our platform (including communications that are detected by our artificial intelligence tool), their preferences, feedback and survey responses.
- **Marketing and Communications Data** including your child/children's preferences in receiving marketing from us and our third parties and their communication preferences.

Sensitive information: In the course of providing our Services, we will have access to certain messages and photographs that your child/children receive, save or share through their device, and we may come across sensitive information, including details of your child/children's mental health and sexual orientation. Where in the future with advancements to our technology we are alerted of your child/children's sexual orientation and/or mental health, we will share such details with you.

Artificial Intelligence: We use an artificial intelligence tool (**AI Tool**) to monitor and scan your child's device for concerning photographs, including photographs that include nudity, partial nudity, and drug use. These photographs may include information that is classed as Sensitive Information. Where we collect such information in the course of providing our Services, we will use such information to alert you that a concerning photograph has been shared by your child, and to send you a copy of the photograph. We will not retain this information or use it for any other purposes except as outlined in this Privacy Policy.

A detailed list of the scanning abilities of AWS Rekognition can be found [here](#).

How we collect personal information

We collect personal information from you, the parents/caregivers, in a variety of ways, including:

- **Directly:** We collect personal information which is directly provide to us by you or your child/children, including when you register for an account, through the 'contact us' form on our website or when you request our assistance via email, or over the telephone.
- **Indirectly:** We may collect personal information which you indirectly provide to us while interacting with us, such as when you use our website, in emails, over the telephone and in your online enquiries.
- **From third parties:** We collect personal information from third parties, such as your use of our website from our analytics and cookie providers and marketing providers. See the "Cookies" section below for more detail on the use of cookies.

We collect personal information from your child/children in a variety of ways, including:

- **Directly:** We collect personal information which is directly provide to us by your child/children, including when they request assistance on Yoochooz.
- **Indirectly:** We may collect personal information which your child/children indirectly provide to us while interacting with us, such as when they share messages on their device, or send or receive images, their activity on Yoochooz, terms they use, and people with whom they communicate with.
- **From third parties:** We collect personal information from third parties, such as details of your child/children from you, or their use of our website from our analytics and cookie providers and marketing providers. See the "Cookies" section below for more detail on the use of cookies.

Why we collect, hold, use and disclose personal information

We have set out below, in a table format, a description of the purposes for which we plan to collect, hold, use and disclose your personal information.

Purpose of use / disclosure	Type of Personal Information
To enable you and your child/children to access and use our Services, including to create an account for you.	<ul style="list-style-type: none"> • Identity Data • Contact Data
To contact and communicate with you and your child/children about our Services including in response to any support requests you or your child/children lodge with us or other enquiries you or your child/children make with us.	<ul style="list-style-type: none"> • Identity Data • Contact Data • Profile Data
To contact and communicate with you and your child/children about any enquiries you make with us via our Services.	<ul style="list-style-type: none"> • Identity Data • Contact Data
For internal record keeping, administrative, invoicing and billing purposes.	<ul style="list-style-type: none"> • Identity Data • Contact Data • Financial Data • Transaction Data
For analytics, including market research and business development, including to operate and improve our Services and associated applications.	<ul style="list-style-type: none"> • Profile Data • Technical and usage Data
For advertising and marketing, including to send you promotional information about our events and experiences and information that we consider may be of interest to you.	<ul style="list-style-type: none"> • Identity Data • Contact Data • Technical and usage Data • Profile Data • Marketing and communications Data
To comply with our legal obligations or if otherwise required or authorised by law.	
<p>Sensitive information: We only collect, hold, use and disclose sensitive information about your child/children for the following purposes:</p> <ul style="list-style-type: none"> • any purposes you consent to; • the primary purpose for which it is collected is to track and monitor your child/children’s activity on their device, including to share any messages they send relating to profanity, racism, sexual orientation, violence, hate speech and/or any trigger words input by you (the parent/guardian), and to share such information with you. • secondary purposes that are directly related to the primary purpose for which it was collected, including disclosure to the below listed third parties as reasonably necessary to provide our Services to you; • to contact emergency services, or to speak with your family, partner or support person where we reasonably believe there is a serious risk to the life, health or safety of you or another person and it is impracticable for us to obtain your consent; and • if otherwise required or authorised by law. 	<ul style="list-style-type: none"> • Sensitive Information

Our disclosures of personal information to third parties

We may disclose personal information to:

- you, as the parent or caregiver of the child/children;

- our employees, contractors and/or related entities;
- IT service providers, data storage, web-hosting and server providers;
- marketing or advertising providers;
- our third-party professional service providers, including advisors, bankers, auditors, our insurers and insurance brokers;
- payment systems operators such as Apple Pay;
- our existing or potential agents or business partners;
- anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- courts, tribunals and regulatory authorities, in the event you fail to pay for services we have provided to you;
- courts, tribunals, regulatory authorities and law enforcement officers, as required or authorised by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights; and
- any other third parties as required or permitted by law, such as where we receive a subpoena.

Overseas disclosure

While we store personal information in Australia, where we disclose your personal information to the third parties listed above, these third parties may store, transfer or access personal information outside of Australia.

Your rights and controlling your personal information

Your choice: Please read this Privacy Policy carefully. If you provide personal information to us, you understand we will collect, hold, use and disclose your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect our ability to provide our Services to you and your use of our Services.

Information from third parties: If we receive personal information about you from a third party, we will protect it as set out in this Privacy Policy. If you are a third party providing personal information about somebody else, you represent and warrant that you have such person's consent to provide the personal information to us.

Restrict and unsubscribe: To object to processing for direct marketing/unsubscribe from our email database or opt-out of communications (including marketing communications), please contact us using the details below or opt-out using the opt-out facilities provided in the communication.

Access: You may request access to the personal information that we hold about you. An administrative fee may be payable for the provision of such information. Please note, in some situations, we may be legally permitted to withhold access to your personal information. If we cannot provide access to your information, we will advise you as soon as reasonably possible and provide you with the reasons for our refusal and any mechanism available to complain about the refusal. If we can provide access to your information in another form that still meets your needs, then we will take reasonable steps to give you such access.

Correction: If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the details below. We will take reasonable steps to promptly correct any information found to be inaccurate, out of date, incomplete, irrelevant or misleading. Please note, in some situations, we may be legally permitted to not correct your personal information. If we cannot correct your information, we will advise you as soon as reasonably possible and provide you with the reasons for our refusal and any mechanism available to complain about the refusal.

Complaints: If you wish to make a complaint, please contact us using the details below and provide us with full details of the complaint. We will promptly investigate your complaint and respond to you, in writing, setting out the outcome of our investigation and the steps we will take in response to your complaint.

Storage and security

We are committed to ensuring that the personal information we collect is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures, to safeguard and secure personal information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

While we are committed to security, we cannot guarantee the security of any information that is transmitted to or by us over the Internet. The transmission and exchange of information is carried out at your own risk.

Cookies

We may use cookies on our website from time to time. Cookies are text files placed in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do recognise you when you return to our online website and allow third parties, such as Google and Facebook, to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our online website with personal information, this information may be linked to the data stored in the cookie.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Links to other websites

Our website may contain links to other party's websites. We do not have any control over those websites and we are not responsible for the protection and privacy of any personal information which you provide whilst visiting those websites. Those websites are not governed by this Privacy Policy.

We may, at any time and at our discretion, vary this Privacy Policy by publishing the amended Privacy Policy on our website. We recommend you check our website regularly to ensure you are aware of our current Privacy Policy.

For any questions or notices, please contact us at:

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