



PRIVACY POLICY

Run Rogue Coaching (ABN 96 607 371 925), understands that protecting your personal information is important.

This Privacy Policy sets out our commitment to protecting the privacy of personal and health information provided to us, or collected by us.

By using the website (www.runrogue.com.au) or enquiring with us about a running or walking plan, you consent to the use of personal information as described in this Privacy Policy.

1. The information we collect

1.1 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.

1.2 The types of personal information we may collect about you include:

1.2.1 Identity Data including your name, age, and gender.

1.2.2 Contact Data including your telephone number, address and email, including for social media.

1.2.3 Financial Data including bank account and payment card details (through our third party payment processor, who stores such information and we do not have access to that information).

1.2.4 Transaction Data including details about payments to you from us and from you to us and other details of services you have purchased from us or we have purchased from you.

1.2.5 Technical and Usage Data when you access any of our websites or platforms, details about your internet protocol (IP) address, login data, and browser session data, statistics on page views and sessions, device and network information, acquisition sources, search queries and/or browsing behaviour, access and use of our website (including through the use of Internet cookies or analytics), and communications with our website.

1.2.6 Marketing and Communications Data including your preferences in receiving marketing from us and our third parties and your communication preferences.

1.3 Health information means information or an opinion about a patient such as:

1.3.1 The health, including an illness, disability or injury, (at any time) of an individual.

1.3.2 An individual's expressed wishes about the future provision of health services to him or her.

1.3.3 A health service provided, or to be provided, to an individual that is also personal information.

1.4 Examples of health information include:

1.4.1 Information about an individual's physical or mental health.

1.4.2 Notes of an individual's symptoms or diagnosis and the treatment given.

1.4.3 Specialist reports and test results.

1.4.4 Prescriptions and other pharmaceutical purchases.

1.4.5 Records held by a fitness club about an individual.

1.4.6 Movement assessments, rehabilitation plans, and exercise prescription records created during physiotherapy consultations.

2 Informed Consent

2.1 Run Rogue provides running coaching, performance programming, and physiotherapy services delivered by a registered physiotherapist where applicable. For the best results, it may be necessary for Run Rogue to collect health information relating to injuries, medical conditions, treatment history, and exercise participation.

2.2 If you intend to use the services of Run Rogue and do not wish for your health information to be collected and used in the manner described in this Privacy Policy, you must inform Run Rogue that you do not consent to the use of your health information.

2.3 Where the personal or health information is collected of a person with a legal incapacity, such as children, the consent of the parent or guardian of such a person may be sought for the matters raised in this Privacy Policy.

3 How we collect personal information

3.1 We collect personal and health information in a variety of ways, including:

3.1.1 when you provide it directly to us, including face-to-face, over the phone, over email, or online;

3.1.2 when you complete a form, such as registering for newsletters;

3.1.3 when you give us consent to collect information from third parties, such as your Doctor;

3.1.4 when you use the website we operate (including from any analytics and cookie providers or marketing providers. See the "Cookies" section below for more detail on the use of cookies); or

3.1.5 from publicly available sources.

4 Why we collect, hold, use and disclose personal information

4.1 Personal information: We collect, hold, use and disclose your personal information for the following purposes:

- 4.1.1 to enable you to access and use our services;
- 4.1.2 to contact and communicate with you about our services, including in response to any support requests you lodge with us or other enquiries you make with us;
- 4.1.3 to contact and communicate with you about any enquiries you make with us via the website;
- 4.1.4 for internal record keeping, administrative, invoicing and billing purposes;
- 4.1.5 for analytics, market research and business development, including to operate and improve our business, associated applications and associated social media platforms;
- 4.1.6 for advertising and marketing that we consider may be of interest to you;
- 4.1.7 to comply with our legal obligations or if otherwise required or authorised by law.

4.2 Health information: We only collect, hold, use and disclose health information for the following purposes:

- 4.2.1 any purposes you consent to;
- 4.2.2 the primary purpose for which it is collected, including to provide our services to you;
- 4.2.3 if otherwise required or authorised by law.

5 Our disclosures of personal information to third parties

5.1 Personal information: We will only disclose personal information (excluding sensitive information) to third parties where it is necessary as part of our services, where we have your consent, or where permitted by law. This means that we may disclose personal information (excluding sensitive information) to:

- 5.1.1 our employees, contractors and/or related entities;
- 5.1.2 IT service providers, data storage, web-hosting and server providers;
- 5.1.3 marketing or advertising providers;
- 5.1.4 professional advisors, bankers, auditors, our insurers and insurance brokers;
- 5.1.5 payment systems operators or processors, including Stripe;
- 5.1.6 our existing or potential agents or business partners;
- 5.1.7 if we merge with, or are acquired by, another entity, or sell all or a portion of our assets, your personal information may be disclosed to our advisers and any prospective purchaser's advisers and may be among the assets transferred;
- 5.1.8 courts, tribunals and regulatory authorities, in the event you fail to pay for services we have provided to you;
- 5.1.9 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;
- 5.1.10 third parties to collect and process data, such as analytics providers and cookies;

5.1.11 Artificial Intelligence platforms for text analysis, document generation and program personalisation; and

5.1.12 any other third parties as required or permitted by law, such as where we receive a subpoena.

5.2 Health information: We will only disclose health information in the following events:

5.2.1 the individual to whom the health information relates would reasonably expect us to use or disclose the information; or

5.2.2 the use or disclosure of the information is required or authorised by or under an Australian law or a court/tribunal order; or

5.2.3 a permitted general situation exists in relation to the use or disclosure of the information by the us; or

5.2.4 a permitted health situation exists in relation to the use or disclosure of the information by us; or

5.2.5 we reasonably believe that the use or disclosure of the information is reasonably necessary for one or more enforcement related activities conducted by, or on behalf of, an enforcement body

6 Cross Referrals

6.1 We may partner with physiotherapists or other health care providers, to recommend that you consult with health professional. This may be for the purpose to determining whether you are fit to participate in our services, or to supplement or augment our running or walking plans.

6.2 If you consent to us referring you to another health practitioner, you consent to us sharing your personal or health information for the purpose of that referral.

7 Your rights and controlling your personal information

7.1 We will collect, hold, use and disclose your personal and health information in accordance with this Privacy Policy.

7.2 We will hold personal and health information for a minimum of 7 years from the date services end.

7.3 We will hold financial and transaction date for 7 years from the date of a transaction.

7.4 You do not have to provide personal or health information to us, however, if you do not, it may affect our ability to provide services to you.

7.5 If we receive personal or health information about you from a third party, we will protect it as set out in this Privacy Policy.

7.6 You may request access to the personal or health information that we hold about you.

7.7 If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us. We will take reasonable steps to correct any information found to be inaccurate, out of date, incomplete, irrelevant or misleading.

7.8 If you wish to make a complaint, please contact us 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. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner.

8 Website Cookies

- 8.1 We may use cookies and other automatic data collection technologies on our website from time to time. Cookies are small text files stored on a device by a website to remember information about a user's visit. Cookies, by themselves, do not tell us your email address or other personally identifiable information. When you visit a website, it can send a cookie to your browser. Your browser then stores this cookie on your device. Cookies allow websites to remember your preferences and customize your experience. However, cookies can be used to track user behavior, which can be used for analytics and advertising purposes, such as third party advertisements appearing on your social media and online media feeds
- 8.2 You can block cookies by activating the privacy setting on your browser. If you use your browser settings to block cookies (including essential cookies) you may not be able to access all or parts of our website.

9 Website Forms

- 9.1 If you submit a form on our website, or contact us by e-mail, we will collect the information provided by you like your name, e-mail, phone number, clinic/organisation you work for, and any other information you may include in your message. This information will be used by us to communicate with you to provide you with the information you requested.

10 Direct Marketing and Opt Out

- 10.1 If you request to receive direct marketing from Run Rogue, we will collect your name and e-mail and any other information you may provide to provide our direct marketing material. We will only share direct marketing communications of the types that you have consented to. We will not share the information you provide with third-parties, unless in accordance with this Privacy Policy, or as a matter of law.
- 10.2 We may send you marketing communications and information about our services that we consider may be of interest to you. These communications may be sent in various forms, including email and SMS, in accordance with applicable marketing laws such as the Spam Act 2003 (Cth).
- 10.3 You may opt out of receiving marketing communications from us at any time by using the unsubscribe function in our emails or by contacting us directly at runroguecoaching@gmail.com. We will ensure your name is removed from our mailing list within a reasonable timeframe.

11 Links to other websites

- 11.1 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.

12 Security of Information

12.1 We take reasonable steps to protect your personal and health information from misuse, interference and loss, as well as from unauthorised access, modification or disclosure. These steps include the use of secure servers, encryption technologies (such as SSL for data in transit), restricted access permissions, password protection, firewalls, and regular security monitoring of our systems.

13 Overseas Disclosure

13.1 We are committed to ensuring that the personal and health 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.

13.2 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.

13.3 Some of our Third Party Providers include cloud storage, IT service providers, financial transaction platforms and Artificial Intelligence Platforms may be located or store information outside of Australia, and include the United States, Singapore and European Union member States. By providing your personal information to us, you consent to us disclosing your personal information in this manner.

13.4 We will only disclose your personal information overseas in accordance with the Australian Privacy Principles.

13.5 Where we disclose your information to an overseas recipient, we will take reasonable steps to ensure that the recipient does not breach the Australian Privacy Principles in relation to your information.

14 Children and parental consent (under informed consent)

14.1 Our services are not directed to children under the age of 18. We do not knowingly collect personal or health information from individuals under 18 years of age without the consent of a parent or legal guardian. If we become aware that we have inadvertently collected information from a person under 18 without appropriate consent, we will take reasonable steps to delete such information.

14.2 If you are under 18, you must obtain the consent of your parent or guardian before providing any personal or health information to us.

15 Amendments

15.1 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:

Email: runroguccoaching@gmail.com.