

PRIVACY POLICY

Across the Bay Events Pty Ltd takes the privacy of its users and subscribers seriously. We are committed to safeguarding the privacy of our users while providing a personalised and valuable service. This Privacy Policy Statement explains the data processing practices of **Across the Bay Events Pty Ltd**. If you have any requests concerning your personal information, wish to make any amendment to your personal information or have any queries with regard to these practices please contact our Privacy Officer by e-mail at hello@paddleacrossthebay.com.au

Information collected

Personal information is collected by us. We collect personal information from you through the use of enquiry and registration forms and every time you e-mail us your details.

We also collect information automatically about your visit to our site. The information obtained in this way, which includes demographic data and browsing patterns, is only used in aggregate form.

Use of personal information

We process personal information collected via the site for the purposes of:

- providing a personalised service
- conducting market research surveys
- running competitions
- providing you with information about products and services offered by us and;
- providing you with information about products and services offered by carefully selected third party companies

If you do not wish to receive information about our products or services, or the products or services offered by other organisations, please let us know when providing us with your details. However, we may disclose your information to business partners and third party suppliers we engage to provide services which may involve processing data on our behalf.

We also use information in aggregate form:

- to build up marketing profiles
- to aid strategic development
- to manage our relationship with advertisers and to audit usage of the site