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|  | <b>POL-006</b>          | Privacy Policy              |
|                                                                                   | <b>Version:</b>         | 2.0                         |
|                                                                                   | <b>Date of issue:</b>   | 26/08/2026                  |
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|                                                                                   | <b>Document Owner:</b>  | Sail City Shade Sails Perth |
|                                                                                   | <b>Confidentiality:</b> | Public                      |

## POL-006 Privacy Policy

*Effective Date: August 26, 2026*

### 1. INTRODUCTION

Sail City values your privacy. This Privacy Policy explains how we collect, use, and protect your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). By visiting our website or using our services, you agree to the practices described in this policy.

Our Confidentiality and Privacy Policy ("Policy") sets out how we will implement our obligations to manage your Personal Information and refers to the Personal Information that Sail City collects about you, our customer, through any means and any technology.

Under the Privacy Act 1988 (Cth), you have the right to:

- I. Access the personal information we hold about you.
- II. Request corrections to your personal information.
- III. Opt out of receiving direct marketing at any time.
- IV. Lodge a complaint about a breach of your privacy.

This Privacy Policy applies to all users of the Sail City website and complies with Internet privacy standards.

If your personal identifying information changes, or if you no longer wish to use our service, you may correct, update, delete, or deactivate it by emailing us at [contracts@sailcity.com.au](mailto:contracts@sailcity.com.au).

If you have any questions or concerns regarding this statement, please contact [contracts@sailcity.com.au](mailto:contracts@sailcity.com.au) and/or 1300 304 360.

### 2. PURPOSE AND COLLECTION OF INFORMATION

To use the Sail City website, we may need your information in order to provide you with the best possible service.

Sail City uses your Personal Information for identification and verification purposes, order processing, billing, and for exclusive Sail City offers, and marketing promotions.

By providing us with the requested information, you agree that such collection is reasonably necessary for us. Your Personal Information may be stored in physical documents, or electronically in Sail City software or systems, or through cookies and log files. Sail City is

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committed to keeping your personal information secure, and we will take all reasonable precautions to protect it from unauthorized access, loss, misuse, or alteration.

All correspondence may also be collected and stored, particularly relating to sales, support, and accounts, including email.

All information collected by Sail City is obtained through correspondence from you or your company. This may be by phone, email, mail, fax, or directly through our website.

We may collect personal information including:

- I. Contact details:** name, phone, email, address.
- II. Order information:** product selections, purchase history.
- III. Payment data:** processed securely by third-party providers.
- IV. Website usage data:** IP address, browser type, device information.
- V. Marketing and analytics data:** collected through cookies, Google Analytics, Google Ads, and Meta Pixel.

We collect information when you:

- I.** Complete forms for quotes, inquiries, or purchases.
- II.** Contact us by phone, email, or social media.
- III.** Browse our website, where cookies and tracking technologies are used.
- IV.** Interact with our advertising on Google, Facebook, Instagram, and LinkedIn.

### 3. USE AND STORAGE OF PERSONAL INFORMATION

Sail City is committed to providing you with the best products and customer service possible. By accessing and using the Sail City website, and/or by making an inquiry or booking with us, you agree that we may use your information for the following purposes:

- I.** Providing products, processing payments, and delivering services.
- II.** Responding to inquiries and providing customer support.
- III.** Improving our website, products, and marketing.
- IV.** Running advertising campaigns (including remarketing and personalized ads on Google and Meta).
- V.** Complying with legal and regulatory obligations.

Additionally:

- VI.** You are not required to provide us with any Personal Information; however, not doing so may result in us being unable to fulfill an order or request for assistance and service.

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- VII.** We may collect your non-personal information (optional inclusion: such as browser type and version, language, operating systems, page access times, and referring website addresses) for tracking, statistical, and market research purposes. This information is used solely internally to review activity and improve our services.

Sail City may occasionally engage other companies or contractors to provide services on our behalf. Such companies and contractors will be permitted to obtain only the personal information they need to provide the service. Sail City takes reasonable steps to ensure that these companies and contractors are subject to confidentiality and privacy obligations regarding the protection of your Personal Information.

Sail City may also use or share your Personal Information in the following circumstances:

- I.** Among Sail City's associated companies or subsidiaries;
- II.** To investigate and prevent any fraudulent activity that may be illegal or potentially harmful to Sail City's integrity; and
- III.** To improve Sail City's services and products and enhance the overall customer experience; and
- IV.** When Sail City undergoes a business transition, such as a merger, acquisition by another company, or sale of a portion of its assets, your Personal Information will, in most cases, form part of the transferred assets; and
- V.** When Sail City or its legal representatives consider disclosure necessary to enforce a contract you have entered into.
- VI.** When Sail City or its legal representatives consider that disclosure is required or authorized by law, or necessary to comply with ongoing legal proceedings, a court order, or a legal process served on Sail City, its associates, or subsidiaries.

All information collected from Sail City customers is necessary to provide our products and/or services, as well as a high level of customer service.

Correspondence is recorded for service reference purposes, and to contribute to the development of our staff.

#### **4. SECURITY AND STORAGE**

We take reasonable steps to protect your personal information. Data is stored in Australia and/or in secure cloud environments. We retain data only for as long as necessary for business and legal purposes.

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## **I. Access to Personal Information, Complaints, and Policy Changes**

You have the right to request to see and obtain copies of your Personal Information, provided you give us reasonable notice of such request and that access does not have an unreasonable impact on the privacy of other individuals, or that non-disclosure is not otherwise required or permitted by law. You may be asked to verify your identity before Sail City provides the requested information.

In accordance with the above, Sail City will give you access to your Personal Information within a reasonable time after your request and in the manner, you request, provided it is reasonable and feasible to do so.

## **II. Destruction of Information**

We will destroy the Personal Information we hold at your request, or in any case, when it is no longer needed for the purposes disclosed by Sail City, or when the law requires or otherwise permits its retention.

## **III. Requesting a Copy of Our Policy**

You may request a copy of our Privacy Policy and call us to discuss what type of Personal Information we hold about you, for what purpose, and how we collect, maintain, use, and disclose your Personal Information. Our Privacy Policy can be downloaded free of charge from our website <https://sailcity.com.au/>, or you may contact Sail City and request that we send you a copy by email or post.

## **IV. Complaints**

You may contact Sail City using the contact details specified in the INTRODUCTION section if you have any complaint about how we have collected, managed, or used your Personal Information. If we are unable to resolve your complaint, you may contact the Office of the Australian Information Commissioner, whose details can be found at [www.oaic.gov.au](http://www.oaic.gov.au).

## **V. Policy Amendments**

Sail City reserves the right to modify this Privacy Policy at any time and without prior notice.

## **5. COPYRIGHT AND INTELLECTUAL PROPERTY**

Unless expressly stated otherwise, the Sail City brand, owned by Four Days Pty. Ltd. t/f Day Family Trust, reserves all intellectual property rights over the materials and images contained on this website and expressly prohibits the use of such material without prior written consent.

Sail City shall have the right to full and unrestricted use of all names, photographs, likenesses, images, voice recordings, video recordings, or printed statements of any

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subcontractor, individual customer, or group of customers during their relationship with Sail City. Likewise, any image, reproduction, or photograph may also be obtained and used by Sail City at its sole discretion. No remuneration, payment, or permission shall be required from Sail City, subcontractor, or from customers for the use of such images, recordings, photos, or statements.

## 6. JURISDICTION

(a) In the event that any of these provisions is inconsistent or incompatible with the Privacy Act 1988 (Cth) or any other applicable law, the inconsistent, incompatible, invalid, or unenforceable provision shall be severed from these terms, and the remaining provisions shall remain in effect.

(b) This Policy is governed by the laws of WA and by the exclusive jurisdiction of the courts of Perth, Australia.

## 7. DISCLAIMER

Any third-party trademark, service mark, or logo is the property of its respective owners. Sail City does not claim any ownership of or affiliation with such marks or companies, unless otherwise specified.

## 8. WHO WE SHARE YOUR INFORMATION WITH

We may share information with:

- Trusted service providers (payment processors, IT, delivery, marketing support).
- Advertising platforms (Google, Meta) for campaign management and analytics.

## 9. EXTERNAL CONTENT

Sail City may include hyperlinks to third-party content, advertising, or websites. You acknowledge and agree that Sail City is not responsible for, nor does it endorse, any advertising, product, or resource available on such resources or websites.