

PRIVACY POLICY

Version 1.0 – Effective Date: 27th Day of May 2026

Latest Update: 27th Day of May 2026

At Iconic Coaching we hold the privacy of information and data of our clients as an important part of the client relationship and therefore, adhere to a strict privacy policy pursuant to the Australian Privacy Laws (*Information Privacy Act 2009* (Qld), *Privacy Act 1988* (Cth), Australian Privacy Principles and to the extent applicable, with the EU General Data Protection Regulation (**GDPR**) and any replacement legislation or regulation or guidelines and standards governing the use, storage or transmission of personal data)

For further information or if you have any questions or concerns, please contact us or email hello@iconiccoaching.com.au

WHO WE ARE

We are Jed Co Pty Ltd as trustee for Jed Co Family Trust trading as Iconic Coaching.
ABN 91 406 623 123
ACN 617 679 222

This Privacy Policy applies to the products and services we provide, including our website www.iconiccoaching.com.au (**Site**) and our social media channels and explains how we collect, hold, use and disclose data to carry out the services we provide and constitutes part of our Website Terms & Conditions.

This Privacy Policy does not cover information that you submit on other websites, even if we communicate with you on those sites. For example, if you post something on Instagram, Facebook, Pinterest, Twitter, or YouTube, that information is governed by the privacy policies on those websites and is not governed by this Privacy Policy.

DEFINITIONS

In this Privacy Policy, except to the extent that the context otherwise requires:

- (a) **'Collect'** means gather, acquire or obtain by a lawful and fair means, information in circumstances, where the individual is identifiable or identified.
- (b) **'Express Consent Consequences'** includes the fact that we will not be accountable under the Privacy Act, and you will not be able to seek redress under the Privacy Act in the event that you provide consent to the disclosure of your Personal Information by us to an overseas recipient and the overseas recipient handles your Personal Information in breach of the Privacy Act.
- (c) **'Expressly Informed'** means the circumstance where we have provided you with a clear statement (either verbal or in writing) of the Express Consent Consequences.
- (d) **'Opt Out'** means an individual's expressed request not to receive further Direct Marketing communications.
- (e) **'Personal Information'** means information that is not Sensitive Information, including information or an opinion (whether information or an opinion forming part of a database), whether true or not and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained from the information or opinion. This includes, but is not limited to, an individual's first name, last name, email address, phone number, password and address.
- (f) **'Primary Purpose'** is the main reason for the Collection of any Personal Information.
- (g) **'Reasonable Expectation'** means a reasonable individual's expectation that their personal information might be Used or Disclosed for the relevant purpose.
- (h) **'Secondary Purpose'** means a purpose of Use or Disclosure other than a Primary Purpose.
- (i) **'Sensitive Information'** is given its meaning in section 6(1) of the *Privacy Act 1988* (Cth).

- (j) 'Use' means the handling of Personal Information by our Company.

OUR ROLE IN YOUR PRIVACY

If you are a client, customer or just a visitor on our Site, this Privacy Policy will apply to you.

OUR RESPONSIBILITIES

As we are the providers of the products and/or services on this Site, we determine how and why your data is processed. We do not sell or rent your details to any third parties. We are committed to protecting your privacy and we want you to know exactly what information is collected and how we use it.

YOUR RESPONSIBILITIES

- (a) Please read this Privacy Policy and the Website Terms & Conditions and the Booking and Cancellation Policy.
- (b) If you provide us with any data relating to a third party, you confirm that you have the right to authorise us to process that data on your behalf in accordance with this Privacy Policy.

WHEN AND HOW WE COLLECT DATA

From the moment you visit our Site, we are collecting data, sometimes you might provide this data by completing a form or setting up an account, otherwise we might collect the data automatically. We have set out some examples below of how we may collect data from you:

- (a) When you register with us, you provide us information about yourself – your name, email address, phone number etc.
- (b) If you correspond with us by e-mail, we may retain the content of your e-mail messages, your e-mail address, and our responses. We also collect general information about your use of our services.
- (c) By entering your email and phone number on our website, you may receive marketing material from us. This includes, but is not limited to, promotional offers, newsletters, and information about new products or services. We may use the information you provide us to contact you via email or phone, even if you do not submit any forms. If you do not wish to receive marketing material from us, please let us know by emailing us at hello@iconiccoaching.com.au or by unsubscribing from our emails.
- (d) By contacting us via email or phone or otherwise subscribe to updates.

TYPES OF DATA WE MAY COLLECT

- (a) Contact details (name, address, email);
- (b) Financial Information (bank details when you are making a purchase);
- (c) Data relating to members accounts (membership, entry history and eligibility);
- (d) Data about the products or services you purchase;
- (e) Data that identifies you (your IP address, login, browser type, time zone, browser plug ins, geolocation, what operating system and version);
- (f) Data on how you use our Site (URL clicks, products and services views, how long you are on our pages and other actions)
- (g) Data about your experience and satisfaction with our Site and the products and/or services that you have purchased from us or others;
- (h) Data relating to your circumstances and such other information that is relevant to your interaction with our website;
- (i) Data shared whilst on other platforms (including without limitation) social media (incl. Instagram, Facebook and Google) or other platforms utilised for marketing endeavours.
- (j) Device information: We may collect information about the device you use to access our services, including the hardware model, operating system and version, unique device identifier, phone number, International Mobile Equipment Identity ("IMEI") and mobile network information.

- (k) **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, and this may include sending cookies to you. A “cookie” is a small data file transferred to your computer’s hard drive that allows a Website to respond to you as an individual, gathering and remembering information about your preferences in order to tailor its operation to your needs, likes and dislikes. Overall, cookies are safe, as they only identify your computer to customize your Web experience. Accepting a cookie does not provide us access to your computer or any Personal Information about you, other than the information you choose to share. Other servers cannot read them, nor can they be used to deliver a virus. Most browsers automatically accept cookies, but you can usually adjust yours (Microsoft Internet Explorer, Firefox or Google Chrome) to notify you of cookie placement requests, refuse certain cookies, or decline cookies completely. If you turn off cookies completely, there may be some website features that will not be available to you, and some Web pages may not display properly. To support the personalized features of our website (such as your country and language codes and browsing functions) we must send a cookie to your computer’s hard drive and/or use cookie-based authentication to identify you as a registered website user.
- (l) **Location Information:** With your consent, we may collect information about the location of your device to facilitate your use of certain features of our products or services, determine the speed at which your device is traveling, add location-based filters (such as local weather), and for any other purposes.

HOW AND WHY WE USE YOUR DATA AND DISCLOSURE

Under data laws, we are only allowed to use your data for specific reasons and where we have the legal basis to do so.

We will use your data for the purposes it was collected and related purposes included:

- (a) To run our Site;
- (b) To verify winners as may be required under the respective permits for the respective States (i.e New South Wales);
- (c) To determine the winner, including membership, entry history and eligibility.
- (d) provide you with products, information and services;
- (e) Customer support;
- (f) Track your purchase history;
- (g) Detect and prevent fraud;
- (h) Improve our Site;
- (i) Marketing (with your consent) including through Third-party integrations, such as Mailchimp or ActiveCampaign;
- (j) Make your experience on our Site more efficient and enjoyable;
- (k) Market research e.g. we may contact you for feedback about our products and services; and
- (l) Provide you with information about events, other products or services or opportunities that may be of interest.

We may disclose your data for the purposes it was collected and also:

- (a) As required by law subject to our obligations;
- (b) With your consent;
- (c) Within our business; and
- (d) In order to sell our business (if we were to ever sell, we may need to transfer data held to the new owner).

HOW DO WE STORE AND TRASFER DATA

We use service providers based around the world, which means your personal information may be stored or processed outside of Australia, including in the following countries:

- (a) United States of America;
- (b) European Union member states;
- (c) Singapore.

When we transfer personal data outside of Australia, we ensure your privacy rights are adequately protected by:

- (a) Using service providers who are bound by Australian Privacy Principles or similar privacy laws;
- (b) Implementing Standard Contractual Clauses approved by the European Commission (for GDPR compliance);
- (c) Ensuring service providers have implemented appropriate technical and organisational security measures;
- (d) Conducting due diligence on overseas recipients' data protection practices; and
- (e) Where required, obtaining your express consent after informing you of the Express Consent Consequences.

Express Consent for Overseas Disclosures

If we disclose your personal information to an overseas recipient with your express consent, you acknowledge that:

- (a) We will not be accountable under the Privacy Act for any breach of the Australian Privacy Principles by that overseas recipient; and
- (b) You will not be able to seek redress under the Privacy Act in relation to that breach.

We will only seek this consent after we have expressly informed you of these consequences.

You may contact us at hello@iconiccoaching.com.au if you would like more information about our overseas disclosures or the safeguards we have in place.

How Secure is the Data Collected

We realise that our customers trust us to protect their personal information. We take that task seriously and maintain reasonable and appropriate physical, electronic and procedural safeguards to help protect your personal information.

How Long Do We Store the Data

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Specific retention periods include:

- (a) **Transaction and Financial Records:** 7 years from the date of transaction (as required by Australian taxation laws);
- (b) **Customer Account Information:** For the duration of your active account, plus 2 years after account closure;
- (c) **Marketing Consent Records:** Until you withdraw consent, plus 3 years to demonstrate compliance;
- (d) **Website Usage Data and Cookies:** Up to 2 years from collection;
- (e) **Correspondence and Communications:** 3 years from the date of last correspondence;
- (f) **Legal Claims:** For the duration of any legal proceedings, plus 7 years after resolution;
- (g) **Enquiry Information (non-customers):** 2 years from date of enquiry if no purchase is made.

When we no longer need to retain your information, we will either:

- (a) Securely delete or destroy the information; or
- (b) De-identify the information so that it can no longer identify you.

You may request earlier deletion of your personal information by contacting us at hello@iconiccoaching.com.au however, we may need to retain certain information to comply with our legal obligations or for legitimate business purposes.

Third Parties Who Process the Data

We share data with third parties in the following circumstances:

- (a) Other companies in our group of companies, as necessary to operate our Site (incl. DreamIT Host – Australia);
- (b) Our suppliers and service providers working for us e.g. payment processors (incl. Stripe (PCI-DSS Compliant));
- (c) Third-party integrations (incl. Mailchimp or ActiveCampaign).
- (d) Our professional and legal advisors;

- (e) Third parties engaged in fraud prevention and detection;
- (f) Law enforcement or other government authorities; and
- (g) Where we have your consent to do so or otherwise where we are legally permitted to do so.

GOOGLE ANALYTICS AND META

Google

We use Google Analytics functions. Our use of Google Analytics may include but is not limited to display advertising and re-marketing. You may see our adverts across the internet, this is due to the use of tracking technologies (cookies) to optimise and serve our adverts based on past visits to our Site. When you log onto our Site, we, with the help of Google Analytics, use your browsing behaviour to connect this with other data that you previously provided to us in accordance with this privacy policy.

Meta

We use Meta Insights to track your interaction with our Meta pages, which will allow us to track usage and improve the performance of our page. We will use Meta Analytics to better measure, track and understand customer user experience to enable us to improve our products and services that we offer.

You may, at any time opt-out of these analytics, by exercising your rights **below**.

WHAT ARE YOUR RIGHTS

Under Australian privacy law and (where applicable) the GDPR, you have the following rights regarding your personal information:

Right to Access

You have the right to request access to the personal information we hold about you. We will provide you with a copy of your personal information within 30 days of your request, unless doing so would adversely affect the rights and freedoms of others (e.g., another person's confidentiality or intellectual property rights).

Right to Correction

You have the right to request correction of any personal information we hold about you that is inaccurate, out-of-date, incomplete, irrelevant, or misleading. We will take reasonable steps to correct your information within 30 days.

Right to Erasure (Right to be Forgotten)

You may request that we delete your personal information in certain circumstances, including where:

- (a) The information is no longer necessary for the purpose for which it was collected;
- (b) You withdraw your consent (where consent was the basis for processing);
- (c) You object to the processing and there are no overriding legitimate grounds;
- (d) The information has been unlawfully processed; or
- (e) The information must be erased to comply with a legal obligation.

We may refuse your request if we are required or permitted by law to retain the information.

Right to Restriction of Processing

You may request that we restrict the processing of your personal information in certain circumstances, including where you contest the accuracy of the information or object to our processing.

Right to Data Portability

Where technically feasible, you have the right to receive your personal information in a structured, commonly used, and machine-readable format, and to transmit that information to another service provider.

Right to Object

You have the right to object to our processing of your personal information, including processing for direct marketing purposes. If you object to direct marketing, we will stop processing your information for that purpose.

Right to Withdraw Consent

Where we rely on your consent to process your personal information, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent before its withdrawal.

How to Exercise Your Rights

To exercise any of these rights, please contact us at:

- (a) **Email:** hello@iconiccoaching.com.au
- (b) **Phone:** +61 466 120 983

When making a request, please:

- (a) Clearly state which right(s) you wish to exercise;
- (b) Provide sufficient information to allow us to verify your identity (we may request additional identification documents);
- (c) Specify the personal information you wish to access, correct, or delete (if applicable).

Response Timeframes

We will respond to your request:

- (a) Within 30 days for access and correction requests;
- (b) Without undue delay for other requests, and in any event within 1 month of receipt;
- (c) We may extend this period by a further 2 months where necessary, taking into account the complexity of the request.

Fees

We will not charge a fee for making a request or for us to comply with a request unless your request is manifestly unfounded or excessive, or you request multiple copies of your information. If a fee applies, we will inform you of the amount before processing your request.

If We Cannot Comply

If we cannot comply with your request, we will:

- (a) Inform you of the reasons why; and
- (b) Inform you of your right to make a complaint to the Office of the Australian Information Commissioner (OAIC) or (where applicable) a relevant EU supervisory authority.

Don't provide us with personal data.

You can choose not to provide us with any personal data. However, if you do this, we will not be able to provide you with any products or services, however, you can continue to use our Site and browse the pages of our Site.

Turning off cookies

Our Site uses cookies and similar technologies to provide certain functionality to our Site. You can turn off cookies by activating the setting in your browser that allows you to do this. You can also delete cookies through your browser settings.

If you do decide to turn off cookies, you can continue to use the Site, however, certain services may not work as effectively.

Don't want marketing?

We will always let you know before we collect any data from you what the intended use is and if we intend to use it for marketing and if third parties are involved, we will obtain your consent (which you can withdraw at any time). You can change your mind about marketing material by opting out by completing the contact us form on our contact page.

PRIVACY COMPLAINTS AND DISPUTE RESOLUTION

If you have a concern about our handling of your personal information or believe we have breached the Australian Privacy Principles or GDPR requirements, you have the right to make a complaint.

How to Make a Complaint

Please submit your complaint in writing to:

- (a) **Email:** hello@iconiccoaching.com.au

Your complaint should include:

- (a) Your contact details;
- (b) A clear description of the conduct you believe breaches privacy laws;
- (c) Any relevant dates and details; and
- (d) What outcome or resolution you are seeking.

Our Complaints Process

- (a) **Acknowledgment:** We will acknowledge receipt of your complaint within 7 days;
- (b) **Investigation:** We will investigate your complaint and may need to contact you for further information;
- (c) **Response:** We will provide you with a written response within 30 days of receiving your complaint, including:
 - (i) Our decision on your complaint;
 - (ii) The reasons for our decision;
 - (iii) Any action we will take; and
 - (iv) Information about further steps you can take if you are not satisfied;
- (d) **Extension:** If we need more time to investigate, we will notify you and provide an expected resolution date.

If You Are Not Satisfied

If you are not satisfied with our response, or we have not responded within 30 days, you have the right to make a complaint to:

Office of the Australian Information Commissioner (OAIC)

- (a) **Website:** www.oaic.gov.au
- (b) **Phone:** 1300 363 992
- (c) **Email:** enquiries@oaic.gov.au
- (d) **Mail:** GPO Box 5218, Sydney NSW 2001

For EU Residents

If you are located in the European Union, you also have the right to lodge a complaint with your local supervisory authority. A list of supervisory authorities can be found at: https://edpb.europa.eu/about-edpb/board/members_en

MARKETING CONSENT

We may send you marketing communications about our products, services, promotions, and events if:

- (a) You have provided your express consent to receive marketing communications; or
- (b) We have an existing business relationship with you and you would reasonably expect to receive such communications; and
- (c) You have not opted out of receiving such communications.

By providing your email address or phone number through our website forms, subscribing to our newsletter, or ticking a consent box, you consent to receiving marketing communications from us via email, SMS, phone, or other electronic means.

Your Right to Opt Out

You can opt out of receiving marketing communications at any time by:

- (a) Clicking the "unsubscribe" link in any marketing email;
- (b) Replying "STOP" to any marketing SMS;
- (c) Contacting us at hello@iconiccoaching.com.au or on +61 466 120 983; or
- (d) Using the contact form on our website.

We will process your opt-out request within five (5) business days.

Even if you opt out of marketing communications, we may still send you non-marketing communications, such as:

- (a) Transactional emails relating to your purchases or account;
- (b) Service updates or important notices;
- (c) Responses to your enquiries; and
- (d) Legal notices or communications required by law.

Compliance with Spam Laws

We comply with the *Spam Act 2003 (Cth)* and will not send you unsolicited marketing communications without your consent.

INNACURATE INFORMATION

You can contact us to ask us to correct any information we hold about you, that you believe is inaccurate.

OBJECTIONS TO USING DATA FOR PROFILING AND AUTOMATED DECISIONS

We may use your data to determine what products and services are relevant to you (e.g. tailoring our emails based on your behaviour). Otherwise, the only circumstances in which we will use this data is to provide our products and services to you.

PAYMENT SECURITY

Our Site is hosted on Xero, Word Press, WooCommerce, Go High Level, Stripe and GoCardless. They provide us with the ecommerce platform that allows us to sell our products and services to you. Your data is stored through Xero, Word Press, WooCommerce, Go High Level, Stripe and GoCardless data storage, databases and the general WooCommerce application. They store your data on a secure server behind a firewall.

If you choose a direct payment gateway to complete your purchase, then Stripe stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted and we do not store any of your card details.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read:

- GoCardless Terms and Conditions: <https://gocardless.com/sv-se/legal>
- Xero Terms and Conditions: <https://www.xero.com/au/legal/terms/>
- Word Press Terms and Conditions: <https://wordpress.com/tos/>
- WooCommerce Terms and Conditions: <https://wordpress.com/tos/>
- Stripe's Terms and Conditions: <https://stripe.com/au/legal/ssa>

AGE OF CONSENT

By using the Site, you accept these Terms in full Our Site and Online Services are intended for individuals who are at least 18 years of age. By using this Site, you represent that you are at least 18 years old.

We do not knowingly collect, use, or disclose personal information from anyone under the age of 18. If you are under 18, please do not use our Site or provide any personal information to us.

If we become aware that we have collected personal information from a person under 18 without verification of parental consent, we will take steps to delete that information as quickly as possible.

If you are a parent or guardian and believe that we might have any information from or about a child under 18, please contact us immediately at hello@iconiccoaching.com.au or +61 466 120 983 so we can delete the information.

COOKIES AND HOW TO BLOCK THEM

By using the Site, you accept these Terms in full We use cookies, this helps us improve the products and services we provide.

WHAT ARE COOKIES?

"Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. The HELP function in your browser will tell you how to restrict or block the cookies. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

Please make sure to check in on our Privacy Policy periodically, as we may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. We will always ensure that the current date of the Privacy Policy also known as the "Effective Date" is prominently displayed at the very top of this Privacy Policy, so you know it's the latest version.

DO NOT TRACK

By using the Site, you accept these Terms in full Do Not Track (DNT) is a privacy preference that users can set in certain web browsers. DNT is a way for users to inform website and services that they do not want certain information about their webpage visits collected over time and across websites or online services.

We are committed to providing you with meaningful choices about the information collected on our website for third party purposes, and that is why we provide the opt-out links. However, we do not recognise or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

OPTING OUT OF INFORMATION SHARING

We understand and respect that not all users may want to allow us to share their information. If you do not want us to share your information, please contact us at hello@iconiccoaching.com.au or +61 466 120 983 and we will remove your information as soon as practicable.

When contacting us, please clearly state your request, including your name, mailing address, email address and phone number.

However, under the following circumstances, we may still be required to share your personal information:

- (a) if we are responding to court orders or legal process, or if we need to establish or exercise our legal rights or defend against legal claims.

- (b) If we believe it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms and Conditions or as otherwise required by law.
- (c) If we believe it is necessary to restrict or inhibit any user from using any of our Site, including, without limitation, by means of “hacking” or defacing any portion thereof.

PHISHING OR FALSE EMAILS

If you receive an unsolicited email that appears to be from us or one of our members that requests personal data (such as your credit card, login, or password), or that asks you to verify or confirm your account or other personal information by clicking on a link, that email was likely to have been sent by someone trying to unlawfully obtain your information, sometimes referred to as a “phisher” or “spoofers.”

We **do not** ask for this type of information in an email. Do not provide the information or click on the link.

Please contact us on the contact details provided on the website if you get an email like this.

DATA BREACH NOTIFICATION

In the event of a data breach that is likely to result in serious harm to you, we will:

- (a) Take immediate steps to contain and remedy the breach;
- (b) Assess the breach in accordance with our data breach response plan;
- (c) Notify affected individuals as soon as practicable, and no later than 72 hours after becoming aware of the breach where required by law;
- (d) Notify the Office of the Australian Information Commissioner (**OAIC**) where required under the Notifiable Data Breaches (**NDB**) scheme;
- (e) Where applicable, notify relevant EU supervisory authorities under GDPR requirements;
- (f) Provide you with information about the breach including:
 - (i) A description of the data breach;
 - (ii) The kind of information concerned;
 - (iii) The steps we have taken or will take to address the breach;
 - (iv) Recommendations on steps you can take to mitigate potential harm; and
 - (v) Our contact details so you can obtain further information.

If you believe there has been unauthorised access to or disclosure of your personal information held by us, please contact us immediately at hello@iconiccoaching.com.au or +61 466 120 983.

CHANGES TO OUR PRIVACY POLICY

This Privacy Policy may be updated from time to time. We will notify you of any material changes by:

- (a) Posting a notice on our website;
- (b) Updating the "Latest Update" date at the top of this policy; and/or
- (c) Sending you an email notification (if you have provided us with your email address).

Previous Versions

Version	Effective Date	Summary of Changes
1.0	27 th Day of May 2026	Initial Privacy Policy

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

Your continued use of our website and services after any changes to this Privacy Policy constitutes your acceptance of such changes.

BREACH OF PRIVACY

We reserve the right to terminate or suspend any account or delete certain contents from any profile or public domain within the ambit of this website if the said account or content is found to be in violation of our privacy policy. We sincerely request you to respect privacy and secrecy concerns of others. The jurisdiction of any breach or dispute shall be determined in accordance with the terms of use of the website

ICONIC COACHING