

# Privacy Policy

## **Our privacy objective**

This Privacy Policy describes how we collect, use and manage personal information we collect from our Loyalty Program “My Sorrento’s” or you otherwise provide to us.

We understand that you are concerned with the use, management and disclosure of your personal information. We are committed to collecting and using your personal information in accordance with the Australian Privacy Principles.

By providing us with personal information, you consent to our collection, use, storage, and disclosure of the information received by us as a result of your membership to the Loyalty Program in accordance with this Privacy Policy.

We may change our Privacy Policy at any time and without notice to you. You should review the Privacy Policy from time to time. If you continue to use the Loyalty Program after a change is made to the Privacy Policy, you are deemed to have accepted the amended Privacy Policy.

## **What kind of Personal Information do we collect and how do we collect it?**

To join the Loyalty Program you will need to provide us with personal information.

Personal information includes:

- your name, date of birth; and
- your contact details, including your email address, telephone number, mobile telephone number and address.

## **What do we do with your Personal Information and why do we collect it?**

We collect your Personal Information track your rewards earned through the Loyalty Program and contact you regarding the program.

We may use your Personal Information to:

- contact you via the contact details you have provided, or we have collected;
- periodically send you promotional emails; and

- respond to your comments, questions or other enquiries.

From time to time we may also use your personal information to contact you for market research purposes. We may contact you by email, telephone or via the contact details you have provided.

You may elect to restrict the use of your personal information by notifying us via our contact details that you do not consent to the use of your personal information for direct marketing purposes.

### **Who will we disclose your Personal Information to?**

We will not disclose your Personal Information for a purpose other than one which is set out in this Privacy Policy unless:

- you consent to the use or disclosure of the Personal Information;
- the use or disclosure of the Personal Information is required or authorised by or under an Australian law or a court/tribunal order;
- a permitted general situation (as defined in the Act) exists in relation to the use or disclosure of the Personal Information by us; or
- there is a purpose allowed by the Australian Privacy Principles.

### **How do we store your Personal Information?**

We may store your Personal Information electronically in our IT systems and databases and in hard copy files.

We take reasonable precautions to protect your Personal Information and follow the industry best practices to ensure your Personal Information is not lost, misused, accessed, disclosed, altered or destroyed.

### **Access to information and your rights**

You may request access to, or correction of, the Personal Information we hold about you by contacting us via our contact details set out below.

## Contact us

If you have any questions in relation to this Privacy Policy or in relation to the manner in which we collect or hold your Personal Information, please contact us via the following contact details:

Phone Number: 07 4946 7454

Email: [marketing@sorrentowhitsunday.com](mailto:marketing@sorrentowhitsunday.com)