

FIRST SENSE

Privacy Policy

Effective Date: 1 July 2025

Your Privacy and First Sense (ABN 45 400 887 522) (collectively and individually referred to as "First Sense", "we", "us" or "our").

WHO WE ARE AND HOW YOU CAN CONTACT US

We are First Sense and we are based in Victoria, Australia. We are committed to protecting your privacy and respecting and upholding your rights when you use this Site. This Privacy Policy applies to the products and/or services we provide on our Site www.firstsense.com.au ("Site") and our social media channels, and explains how we collect, hold, use and disclose data and comply with the requirements of the Privacy Act 1988 (Cth) 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, X, or YouTube, that information is governed by the privacy policies on those websites, and is not governed by this Privacy Policy.

You can contact us for privacy-related questions by contacting us at: melissa@firstsense.com.au.

We will only use your personal information in compliance with Australian Privacy Laws (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.

OUR ROLE IN YOUR PRIVACY

If you are a customer, subscriber 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 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

Please read this Privacy Policy. 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. It is also your responsibility to inform them about our privacy practices, including how we collect, use, disclose, and retain their Personal Information as outlined in this Privacy Policy. By sharing another person's Personal Information with us, you agree to indemnify and hold us harmless from any claims, liabilities, damages, or expenses arising from your failure to obtain consent or inform the individual of our privacy practices as required under this section.

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 may also collect data when:

- You interact with us on social media
- You complete any sign-up forms, landing pages or send us a direct message via social media or an email to any of our nominated emails
- You participate in events, promotions and giveaways or any request for additional data such as customer surveys
- You make a purchase on our Site, including but not limited to digital products, gift cards, or any other products available for purchase

– You accept our cookies and tracking technologies, which may include services from third parties that provide analytics, traffic management, content delivery, and load balancing (e.g. CDNs). For more details on the cookies we use, including those from third-party providers that assist with performance, analytics, and functionality, please refer to this Wix article <https://support.wix.com/en/article/cookies-and-your-wix-site>.

– You voluntarily submit your data to us for any reason

TYPES OF DATA WE MAY COLLECT

- Contact details (name, address, email)
- Financial Information (bank details when you are making a purchase)
- Your business name (sometimes)
- Basic information about your business and its history (sometimes)
- Data about the products or services you purchase
- Data about your experience with our Site and our products and services
- Data relating to your circumstances and such other information that is relevant to the products or services we provide to you
- Data relating to your attendance at webinars or other events held by us (including podcasts)
- Data that identifies you (your IP address, login, browser type, time zone, browser plugins, geolocation, what operating system and version) – we do not link this with any personal Data
- Data on how you use our Site (URL clicks, products and services views, how long you are on our pages and other actions)
- We may also collect technical data via third-party services, such as content delivery networks or font services, to improve the performance and functionality of our Site. These services may collect information like IP addresses to ensure proper delivery and functionality.

USE AND DISCLOSURE OF YOUR DATA

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 which include:

- Operating our Site
- Providing you with products, information and services
- Customer support
- Tracking your purchase history
- Detecting and preventing fraud
- Improving our Site
- Making your experience on our Site more efficient and enjoyable
 - Market research e.g. we may contact you for feedback about our products and services
 - Provide you with information about events, other products or services or opportunities that may be of interest
 - Marketing (with your consent)
 - Monitoring your compliance with our Website Terms and Conditions

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

- As required by law subject to our legal obligations

- With your explicit consent
 - Within our business, limited to employees and trusted service providers who have a legitimate interest to access your data in order to provide our products and/or services
 - To send you marketing material (with your consent)
- To process your participation in any promotions and giveaways (including contacting you if you win, displaying your name online and on our social media platforms)
- Share with third parties who are necessary to enable us to provide our products and/or services to you, subject to appropriate confidentiality and data protection agreements

DOXXING AND DATA MISUSE

The unauthorised publishing or sharing of personal data online (commonly referred to as “doxxing”) is strictly prohibited. We take all necessary steps to protect personal data, and any misuse of data may result in legal action, including criminal charges, under Australian privacy law.

META INSIGHTS

In our efforts to continuously improve your experience on our platform, we utilise Meta Insights and Meta Analytics to understand how you interact with our content on our Facebook page www.facebook.com/firstsenseau. This technology helps us to measure and analyse user engagement and effectiveness of our services, ensuring we can enhance our offerings to better meet your needs. For details on how Meta collects and uses your data, we encourage you to review Meta’s Privacy Policy available at www.facebook.com/privacy/policy. Should you prefer to not have personalised as on Facebook based on the data collected, you have the right to modify your ad preferences. This can be done by accessing your Facebook settings and navigating to “Ad Preferences”, where you can adjust your settings according to your preferences.

CHOOSING NOT TO PROVIDE 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.

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:

- contacting us via email melissa@firstsense.com.au or
- unsubscribing within the email if you have previously subscribed to our newsletter.

YOUR RIGHTS

You can exercise your rights at any time by contacting us via melissa@firstsense.com.au.

ACCESSING INFORMATION, WE HOLD ABOUT YOU

We will provide you with the 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). We will tell you if we can’t comply with your request and why.

INACCURATE 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 OR AUTOMATED DECISIONS

We may analyse your data to determine the products and services that are most relevant to you, such as tailoring our emails based on your behaviour. However, we will not use your data for any automated decisions that could significantly impact you without your explicit consent or where required or authorised by Australian law. The primary purpose of using your data is to provide our products and services to you effectively.

In cases where we use automated systems to make decisions that may impact your rights or interests, we will ensure transparency. Our privacy policy outlines the types of personal data these systems use, the nature of the decisions being made, and the role these systems play in the decision-making process. You may contact us if you wish to know more about how these systems work or to request human review of any automated decision.

THE RIGHT TO BE FORGOTTEN

You have the right to request for your data to be erased. This means we have to delete all information that we hold about you, except to the extent of any information we are required to hold due to our legal obligations.

MAKING A COMPLAINT

– If you have any complaints regarding how your data is handled, please contact us via melissa@firstsense.com.au. If you are not satisfied with our response to your complaint, you may seek a review by contacting the **Office of the Australian Information Commissioner (OAIC)** via their website <https://www.oaic.gov.au>.

– If you are located in the **European Union** and feel your data has been mishandled, you may lodge a complaint with your local data protection authority, which you can find through the **European Data Protection Board (EDPB)** at https://edpb.europa.eu/about-edpb/board/members_en.

Under Australian privacy laws, individuals may take legal action for serious invasions of privacy, including intrusion upon seclusion or misuse of private information. If you believe your privacy has been intentionally or recklessly breached, and the invasion is serious, you have the right to seek compensation or other remedies through the courts.

SECURITY OF THE DATA WE COLLECT

We realise that our customers trust us to protect their data and whilst we cannot guarantee the security of any information you transmit to us, or receive from us, we take that task seriously and maintain reasonable and appropriate physical, electronic and procedural safeguards to help protect your data. This includes the following:

- Password access to accounts
- Storing electronic data with reputable third party storage providers who have appropriate security protections
- Limit access to personal information to individuals who need to know.
- Using payment providers who are PCI DSS compliant

We do not store your payment details.

WHERE WE STORE DATA

We use service providers based in Australia.

We may share your data with overseas organisations in countries or under privacy frameworks approved by the Australian Government. These countries are deemed to have privacy protections similar to Australia's. Where applicable, we take steps to ensure that your data remains protected in line with Australian privacy laws.

HOW LONG WE STORE DATA FOR

We will retain your data for as long as it is reasonably necessary for the purposes for which it was collected, and as required by Australian law. The specific retention period will depend on your interactions with us. If you have made a purchase, we will keep a record of your purchase for the period necessary to fulfill our invoicing and tax obligations as mandated by Australian tax laws. Once we no longer require your information for the stated purposes, we will securely delete it or anonymise any data that is no longer necessary, in accordance with applicable Australian privacy regulations.

THIRD PARTIES WHO ACCESS YOUR DATA

We share data with third parties in the following circumstances:

- Other companies in our group of companies, as necessary to operate our Site
- Our suppliers and service providers working for us e.g. payment processors
- Our professional and legal advisors
- Third parties engaged in fraud prevention and detection
- Law enforcement or other government authorities
- Share with third parties who enable us to provide our products and services which may include:
 - Payment processors such as Stripe, PayPal, Xero, Shopify who may process your payment for any products and services bought from us;
 - Social media and analytics such as Facebook and Instagram for purpose of custom audience generation and the development of targeting criteria;
 - Other third parties such as Zoom, Dropbox, Quickbooks, Calendly and Wix for processing and holding Data that enables us to ensure you are kept informed of all course information, logins and marketing material, offers, promotions, newsletters, blogs and video training.
- Where we have your consent to do so or otherwise where we are legally permitted to do so.

AGE OF CONSENT

By using this site, you warrant that you are at least the age of majority in your State or Territory of residence. Our Site should not be used by anyone under the age of majority, and we do not knowingly collect data from anyone under the age of majority.

COOKIES AND HOW TO BLOCK THEM

Our Site uses cookies and similar technologies to provide certain functionality to our Site. "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. Cookies can also be used to analyse traffic and for advertising and marketing purposes. They do not harm your systems and the HELP function in your browser will tell you how to restrict or block the cookies.

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. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. If you use browser settings to block all cookies, you may not be able to access all or parts of our Site.

WEB BEACONS

We may use web beacons (also known as clear gifs) on our website and in our emails. These enable us to track behaviours such as email opens and link clicks, as well as collect information like your IP address, browser type, or email client. This data helps us analyse and improve the performance of our email campaigns, ensuring we can provide you with services that better meet your needs. You can opt out of receiving emails from us at any time by clicking the "unsubscribe" link included in each email.

GOVERNING LAW

This Privacy Policy and your use of this Site is governed in all respects by the laws of Australia.

UPDATES TO OUR PRIVACY POLICY

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.