



## Privacy Policy

Ocean Rafting ("Ocean Rafting", "we", "our" or "us") is committed to protecting your privacy and handling your personal information in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

This Privacy Policy explains how we collect, use, store and disclose your personal information when you visit our website, make a booking, contact us or participate in an Ocean Rafting experience.

### 1. Collection of Personal Information

We collect personal information that is reasonably necessary to provide our products and services. Depending on your interaction with Ocean Rafting, this may include:

- Full name
- Postal address
- Email address
- Telephone number
- Emergency contact details
- Date of birth (where required)
- Booking and travel information
- Payment information (processed securely through accredited third-party payment providers)
- Medical information relevant to your participation, including allergies, injuries or medical conditions
- Dietary requirements
- Marketing preferences
- Any other information you voluntarily provide to us

### 2. How We Collect Personal Information

We collect personal information directly from you when you:

- Make a booking through our website, by phone or via a travel agent
- Contact us by email, telephone or social media
- Complete booking forms, waivers or medical declarations
- Subscribe to our Safari squad
- Enter promotions or competitions
- Visit our website

We may also receive information from authorised third parties, including travel agents, tourism wholesalers, accommodation providers, booking platforms and other representatives acting on your behalf.



### **3. Purpose of Collecting Personal Information**

We collect and use your personal information to:

- Process and manage bookings
- Provide our tours and related services
- Ensure the health and safety of our guests
- Communicate with you regarding your booking
- Process payments and refunds
- Respond to enquiries
- Improve our products, services and website
- Comply with legal and regulatory obligations
- Conduct internal administration and record keeping
- Send promotional material where you have consented or where otherwise permitted by law

### **4. Photography and Video**

Photographs and video footage may be taken during Ocean Rafting tours for promotional, marketing and editorial purposes.

These images may be used on:

- Our website
- Social media platforms
- Printed brochures
- Advertising campaigns
- Tourism publications
- Promotional material

If you do not wish to appear in photographs or video, please advise our crew before your tour departs. We will make reasonable efforts to respect your request.

### **5. Disclosure of Personal Information**

We may disclose your personal information where reasonably necessary to:

- Booking and reservation providers
- Payment processors
- Tourism partners and suppliers
- Accommodation providers where relevant
- Government agencies and regulatory authorities where required by law



- Professional advisers
- Information technology and website service providers

## **6. Overseas Disclosure**

Some of our third-party service providers may store or process information outside Australia.

Where personal information is transferred overseas, we take reasonable steps to ensure it is protected in accordance with Australian privacy laws.

## **7. Security of Personal Information**

Ocean Rafting takes reasonable administrative, technical and physical measures to safeguard personal information against misuse, interference, loss, unauthorised access, modification or disclosure.

While we employ industry-standard security practices, no method of electronic transmission or storage can be guaranteed to be completely secure.

## **8. Marketing Communications**

Where you have consented, we may send you newsletters, promotional offers and updates regarding Ocean Rafting.

You may opt out of receiving marketing communications at any time by selecting the unsubscribe link included in our emails or by contacting us directly.

## **9. Access and Correction**

**You may request access to the personal information we hold about you or request that inaccurate or incomplete information be corrected.**

Requests should be submitted using the contact details below.

## **11. Privacy Complaints**

If you believe your privacy has been breached, please contact Ocean Rafting in writing. We will investigate your complaint and endeavour to respond within a reasonable timeframe.

If you are not satisfied with our response, you may lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**.

## **12. Third-Party Websites**

Our website may contain links to external websites. Ocean Rafting is not responsible for the privacy practices or content of those websites. We encourage you to review the privacy policies of any third-party websites you visit.

## **13. Changes to this Privacy Policy**

Ocean Safari reserves the right to amend this Privacy Policy from time to time. Any updates will be published on this page and will take effect immediately upon publication.

## **14. Contact Us**

If you have any questions regarding this Privacy Policy or the handling of your personal information, please contact:

**Ocean Rafting**



Phone: +61 7 4946 6848

Email: [tours@oceanrafting.com.au](mailto:tours@oceanrafting.com.au)

Website: [www.oceanrafting.com.au](http://www.oceanrafting.com.au)

Ocean Rafting, Coral Sea Marina, Airlie Beach, 4800