

Privacy Policy - ScaleUp Solutions AU

Last Updated: 30 March 2025

ScaleUp Solutions AU are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website scaleupsolutions.com.au (the "Site"). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

Collection of Your Information

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

- **Personally Identifiable Information (PII):** Information that can be used to individually identify you, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age and gender that you voluntarily give to us when you register with the Site or when you choose to participate in various activities related to the Site, such as registering for our newsletter or enrolling in a program. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.
- **Derivative Data:** Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.
- **Mobile Device Data:** Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customised experience. Specifically, we may use information collected about you via the Site to:

- Assist law enforcement and respond to subpoena.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Deliver targeted advertising, newsletters, and other information regarding promotions and the Site to you.
- Email you regarding your account.
- Fulfill and manage purchases, payments, and other transactions related to the Site.
- Increase the efficiency and operation of the Site.
- Monitor and analyse usage and trends to improve your experience with the Site.

- Notify you of updates to the Site.
- Offer new products, services, and/or recommendations to you.
- Perform other business activities as needed.
- Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.
- Process payments and refunds.
- Request feedback and contact you about your use of the Site.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.
- Send you a newsletter.

Use of Personal Information for Newsletter Subscriptions

When you subscribe to our newsletter, we collect your email address to deliver the newsletter to you. We may also use this information to:

- Send you updates about our products, services, and promotions.
- Personalise the newsletter content based on your interests.
- Track newsletter opens and clicks to improve our content and delivery.
- Provide you with other information that we believe may be of interest to you.

You can unsubscribe from our newsletter at any time by clicking the "unsubscribe" link in the email or by contacting us directly info@scaleupsolutions.com.au

Disclosure of Your Information

We may share your information in the following situations:

- **By Law or to Protect Rights:** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.
- **Third-Party Service Providers:** We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services and marketing assistance.
- **Other Third Parties:** We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception

or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorised parties. Therefore, we cannot guarantee complete security if you provide personal information.

Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

ScaleUp Solutions AU

Email: info@scaleupsolutions.com.au