

PRIVACY POLICY

1.0 KEY DEFINITIONS

- 1.1 Carchella means Carchella Pty Ltd (trading as the Out There Group) and each of its related companies and subsidiaries, including Car Festivals Pty Ltd, Dust Hustle Pty Ltd, Performance Garage Pty Ltd, Performance Garage Media Pty Ltd, Rockynats Pty Ltd, Street Machine Media Pty Ltd, Street Machine Services (Security) Pty Ltd, Streetwise Merchandise Pty Ltd, Summernats Pty Ltd, Summernats 37 Pty Ltd, NDRC Entertainment Pty Ltd, Way Out There Productions Pty Ltd, Out There Productions Major Events Pty Ltd and Out There Productions Australia Pty Ltd.
- 1.2 Services means the product/s and/or service/s supplied by Carchella Pty Ltd which you apply for, purchase, subscribe to, use, or interact with, including websites, applications and social media sites.

2.0 COMMITMENT TO THIS POLICY

- 2.1 We understand the importance of protecting the personal information of individuals and are committed to ensuring that we conduct our business in compliance with Australian privacy laws, including the Australian Privacy Principles in the Privacy Act 1988 (Cth) (Privacy Act).

3.0 ABOUT THIS POLICY

- 3.1 This Policy applies to the business operations of Carchella (we, us and our). This Policy sets out the way in which we collect, use and disclose personal information in the course of our business and also explains your rights and how to contact us.
- 3.2 We may modify or update this Policy from time to time by publishing a new version on the Carchella related company websites any related Services which link directly to this Policy. We will indicate any changes by updating the date of this Policy. If you have any questions about this Policy, please contact the Privacy Officer using the details in section 14.

4.0 SUMMARY

- 4.1 We may collect, use, hold and disclose personal information that we collect from you or from third parties for a variety of purposes, including to provide or promote our Services to you.
- 4.2 You can opt-out of receiving marketing materials from us at any time by utilising the unsubscribe feature on any electronic marketing communications that you receive, or in the case of other direct marketing

materials by contacting the Privacy Officer in accordance with section 14 below.

- 4.3 We may disclose your personal information to third parties in the course of our operations. From time to time, we may also provide personal information to third parties outside Australia (see sections 6 and 7).
- 4.4 We may collect information in relation to your use of our Services, including through the use of cookies. Such information may be used to optimise or maintain our Services, as well as for advertising purposes (see section 8).
- 4.5 We take reasonable steps to protect the personal information that we hold. This includes using password-protected systems to store personal information (see section 9).
- 4.6 You have a right to access and/or correct personal information that we hold about you, or to make a complaint about our handling of your personal information. You can do so by contacting the Privacy Officer using the details set out at section 14.

5.0 WHAT KINDS OF INFORMATION DO WE COLLECT?

- 5.1 The types of personal information we may collect from you include your name, address, post code, date of birth, phone number, email address, credit and debit card details, payment facility details, billing address, purchase and payment history and subscriptions.
- 5.2 We may also collect information other than personal information when you access or use our Services, including, your server or IP address, the pages you accessed and documents downloaded, the website you came from and the type of browser you are using. This information may be collected passively from users of our Services.
- 5.3 If you choose not to provide certain personal information, we may not be able to communicate with, or provide Services, to you.

6.0 HOW WE COLLECT YOUR INFORMATION

- 6.1 We may collect your information in a number of ways, including:
 - a) directly from you, for example, when you use our Services (e.g. your name, contact information, date of birth, gender, preferences, payment information, and the username and password for your account) or otherwise submit personal information to us;
 - b) indirectly from you, for example, through ticketing, subscriptions, promotions, sponsored events, accreditations, activities, features, or resources we make available in connection with our Services,

including information about the device used to access our services, details of your interactions with our marketing, advertising and service messages, information collected through tracking technologies and information about your data usage;

- c) from our service providers, suppliers, ticketing agents, partners, state and commonwealth government, sponsors, and participants;
- d) when you contact us;
- e) when you enter a competition that is being conducted by, or on behalf of, us; and
- f) from publicly available sources of information.

7.0 WHAT DO WE USE YOUR INFORMATION FOR?

7.1 We will collect, hold, use and disclose your personal information for various purposes, including:

- a) to verify your identity;
- b) to provide you with our Services;
- c) to maintain our customer relations management (CRM) database;
- d) to develop and improve our Services, for example, by performing research and data analysis of your use of the Services (including by measuring interest in our content and interactions with advertising) and by performing other data and statistical analytics. We may use third party analytics services (e.g. Google Analytics) and third party video measurement software to assist with this;
- e) improve our Services by associating your browser and/or device with other browsers or devices you use for the purpose of providing relevant and easier access to content, advertising across browsers and devices, and other operational/business purposes;
- f) to assess your application or entries for, and provide you with access to, applicable Services;
- g) to communicate with you, including responding to queries and feedback and providing you with information about our Services that may be of interest to you;
- h) to organise, conduct and promote events (including for the purpose of distributing newsletters, providing information and making ticket offers);

- i) to develop programs, activities, events, products, and merchandise relating to events, festivals and motorsport;
- j) to provide you with information about our products and Services, including information about tickets, merchandise and special offers, or which we reasonably believe may be of interest to you;
- k) to provide you with direct marketing communications in relation to products, Services, tickets, merchandise and special offers made available by us or our partners we reasonably believe may be of interest to you;
- l) to conduct marketing and promotional activities, including trade promotions and competitions;
- m) to enable our partners who have a relationship with us to market and promote their products and Services to you;
- n) to process payments and otherwise facilitate our business operations;
- o) for any use that is reasonably apparent at or around the time the information is collected or that is otherwise notified to you from time to time.

7.2 We may also use your personal information for a secondary purpose that is related to a purpose for which we collected it, provided you would reasonably expect us to do so.

7.3 We may collect, use or disclose information about you in order to combine the information that we hold about you with information about you collected from or held by other trusted partners or from public sources. We do this in order to enable the development of consumer insights about you so that we and those other trusted companies can serve you better. This includes being able to better understand your preferences and interests, personalise your experience, enhance the products and Services you receive, and to tell you about products and Services. We may also use trusted service providers to undertake the process of creating these consumer insights.

8.0 WHO DO WE DISCLOSE YOUR INFORMATION TO?

8.1 We may share your information within the Out There Group and with our related companies or other companies under common control and ownership. Our related companies may use your information for similar purposes, or to deliver the Services jointly with us or on our behalf.

- 8.2 We may disclose your information to third parties if necessary for the purposes specified above or for other purposes that you consent to. The third parties we may disclose your personal information to include:
- a) our service providers and suppliers used to support our Services;
 - b) our related bodies corporate;
 - c) Motorsport Australia, Australian National Drag Racing Association, International Hot Rod Association, Australian Autosport Alliance;
 - d) third party service providers, suppliers and partners, such as ticketing agents;
 - e) our business partners, advertisers, marketers and sponsors;
 - f) our consultants and professional advisers; and
 - g) government agencies, regulatory bodies and law enforcement agencies, or as required, permitted or authorised by law or where we have a public duty to do so, including for purposes of safety and security.
- 8.3 We may also disclose your personal information if disclosure is necessary to protect or defend our, or a third party's, rights or property, or prevent a threat to life, health or safety. If so, we will only disclose personal information that we are required to disclose, which may include your name and contact information. Any such disclosure may be without notice to you.
- 8.4 Our partners may have separate privacy policies which apply to their collection, use and disclosure of your personal information. You should refer to that privacy policy for further details, including how you can contact the relevant partner if you have any queries, or wish to make a complaint, about their handling of your personal information.

9.0 DO WE DISCLOSE YOUR PERSONAL INFORMATION OUTSIDE AUSTRALIA?

- 9.1 We do not generally disclose personal information to third parties located outside of Australia (Offshore Recipients). However, we may occasionally need to disclose your personal information to Offshore Recipients.
- 9.2 In all cases, by providing your personal information to us or using our Services, you consent to the disclosure of your personal information outside Australia as set out in this Policy and acknowledge that we are not required to ensure that overseas recipients handle your personal information in compliance with Australian privacy law. Where practicable in the circumstances, we will take reasonable steps to ensure that overseas recipients handle personal information in a manner consistent

with this Policy. However, we do not control, nor accept liability for, the acts and omissions of these Offshore Recipient. You may have rights to enforce such parties' compliance with applicable data protection laws, but you may not have recourse against those parties under the Privacy Act in relation to how those parties treat your personal information.

10.0 USING OUR SERVICES

- 10.1 If you use our Services, we may record information such as your Internet Protocol (IP) address, browser type, Internet Service Provider (ISP), referring/exit pages, operating system, the pages accessed, and any information downloaded. This information is used for statistical, reporting and website administration and maintenance purposes, including identifying usage trends, to track users' movements and to gather demographic information about our users collectively.
- 10.2 We may use 'cookies' from time to time. A cookie is a piece of data that allows us to identify and interact more effectively with your device. The cookie helps us to maintain the continuity of your browsing session and remember your details and preferences when you return. You can configure your web browser to reject cookies however some parts of our website may not have full functionality in that case.
- 10.3 In some cases, we and our third-party service providers may use cookies and other technologies such as web beacons and JavaScript in connection with Services like banner advertising, website analytics and surveys to collect information about your use of Services. The use of these technologies allows us and our third-party service providers to evaluate a user's use of Services, deliver customised advertising content, measure the effectiveness of the advertising and provide other Services relating to website activity and internet usage.
- 10.4 When we send you emails or other electronic messages, we may record where you open the message and click on particular links. This helps us to better understand what information is of interest to you.

11.0 PROTECTING YOUR PERSONAL INFORMATION

- 11.1 We take the security of personal information seriously. We have appointed a Privacy Officer to oversee our management of personal information in accordance with this Policy and the Privacy Act.
- 11.2 We use a number of physical, administrative, personnel and technical measures to protect the security and privacy of your personal information. For example, all electronic data that is held by us is stored on password protected systems.
- 11.3 If you are considering sending us any other personal information through electronic means, please be aware that the information may be insecure

in transit, particularly where no encryption is used (e.g. email). Any transmission is therefore at your own risk.

- 11.4 Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Services, you are responsible for keeping this password confidential. We suggest that you do not share the password with anyone and to change it regularly.

12.0 ACCESSING AND CORRECTING THE PERSONAL INFORMATION WE HOLD ABOUT YOU

- 12.1 We take reasonable steps to ensure the personal information that we collect, use, and disclose is accurate, complete and up to date. However, the accuracy of that information depends on the information you provide.

- 12.2 Under the Privacy Act, you have a right to access, update or correct the personal information we hold about you. If at any time you would like to access, update, or correct this personal information, or you would like more information on our approach to privacy, please contact us using the details provided below.

- 12.3 To access, update or correct your personal information, we may request that you provide us with proof of your identity. This is necessary to protect the privacy of others and prevent unauthorised access to, modification or disclosure of, personal information.

- 12.4 We will take all reasonable steps to provide you with access to your personal information within 30 days from your request. A reasonable fee may be charged for the cost of retrieval and supply of information, where permitted, under the Privacy Act.

- 12.5 If you provided your personal information via online, you may also update that information at any time by logging onto the relevant Service and submitting the updated information.

13.0 CAN YOU OPT OUT OF DIRECT MARKETING COMMUNICATIONS?

- 13.1 You can opt out of receiving marketing messages from us at any time by following the unsubscribe instructions on electronic marketing communications, or in the case of other direct marketing materials, by contacting the Privacy Officer in accordance with section 12 below.

14.0 HOW TO CONTACT US AND MAKING COMPLAINTS

- 14.1 You may contact the Privacy Officer by writing to info@outthere.com.au or The Privacy Officer, Out There Group, PO BOX 1329, Kingscliff NSW 2487.

- 14.2 You may complain about our collection, use or disclosure of your personal information by contacting the Privacy Officer using the contact

details above with your full name and contact details, together with a detailed description of the complaint. We will respond to your complaint within a reasonable period and inform you of the next steps we will take in dealing with your complaint. If we are unable to resolve your complaint, we will inform you of the further steps you can take.