# READY! SET! SCHOOL!

## Privacy Policy

*Last updated: June 2026*

**Important notice:** This Privacy Policy explains how READY! SET! SCHOOL! Pty Ltd collects, uses, stores and discloses your personal information, including information about children in your care. Please read it carefully before using our services.

## 1. We Respect Your Privacy

READY! SET! SCHOOL! Pty Ltd respects your right to privacy and is committed to safeguarding the privacy of our customers and website visitors. We adhere to the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). This policy sets out how we collect and treat your personal information.

"Personal information" is information we hold which is identifiable as being about you.

## 2. Collection of Personal Information

READY! SET! SCHOOL! Pty Ltd will, from time to time, receive and store personal information you enter onto our website, provided to us directly or given to us in other forms.

You may provide basic information such as your name, phone number, address, and email address to enable us to send information, provide updates and process your product or service order. We may collect additional information at other times, including but not limited to, when you:

- provide feedback or respond to surveys and/or promotions
- provide information about your personal or business affairs
- change your content or email preferences
- provide financial or credit card information
- communicate with our customer support team

Additionally, we may also collect any other information you provide while interacting with us.

### 2.1 Information About Children

**Note:** As a school-readiness business, we may collect personal information about children in your care (such as name, age, developmental stage, or learning needs) in order to deliver our services. This information is treated with the highest level of care and confidentiality.

We will only collect information about a child where it is necessary to provide our services, and with the consent of a parent or guardian. We will not use children's personal information for marketing purposes. We apply additional safeguards to the storage and handling of information about children.

## 3. How We Collect Your Personal Information

READY! SET! SCHOOL! Pty Ltd collects personal information from you in a variety of ways, including when you:

- interact with us electronically or in person
- access or use our website
- enrol in or receive our services
- contact us by phone, email, or through our website

We may also receive personal information from third parties. If we do, we will protect it as set out in this Privacy Policy.

## 4. Use of Your Personal Information

READY! SET! SCHOOL! Pty Ltd may use personal information collected from you to:

- provide you with our services, updates and information
- process orders and service bookings
- communicate with you about your child’s participation in our programs
- make you aware of new and additional products, services and opportunities
- improve our products and services and better understand your needs
- respond to your enquiries and feedback

READY! SET! SCHOOL! Pty Ltd may contact you by a variety of means including, but not limited to, telephone, email, SMS, or mail.

### 4.1 Use of Artificial Intelligence (AI) Tools

**AI Disclosure:** We use artificial intelligence (AI) tools to assist in communicating with families and delivering our services.

Specifically, AI tools may be used to:

- assist in drafting or personalising communications sent to families, including emails, updates and notifications
- respond to general enquiries submitted through our website or other digital channels
- analyse engagement with our communications to improve the relevance of information we share
- support the development and delivery of educational content and resources

Where AI tools are used, they are operated under human supervision and oversight. No fully automated decisions will be made about your child or your family without human review.

If you would prefer not to receive AI-assisted communications, or if you have questions about how AI tools are used in our services, please contact us at info@readysetschoolaus.com.au. We will make reasonable efforts to accommodate your preferences.

### 4.2 Photography, Video and AI Content Creation

**Photography consent:** Where a parent or guardian has provided consent at enrolment, READY! SET! SCHOOL! Pty Ltd may photograph or film children during classes and activities for display and publicity purposes.

With consent, photographs and video may be used for:

- display on our website and social media platforms, including Facebook and Instagram
- promotional and marketing materials
- processing through AI content creation tools to assist with the development of social media and promotional content

The consent statement used at enrolment reads: "I grant Ready! Set! School! permission to use my child's name, photograph or film for any display or publicity purpose, including on social media platforms and through content creation tools."

Parents and guardians may withdraw this consent at any time by contacting us at info@readysetschoolaus.com.au. Upon withdrawal of consent, we will cease using new images of your child for these purposes. We cannot guarantee removal of content already published prior to the withdrawal of consent.

Photographs and video of children will not be used in any way beyond what is described above, and will not be sold or shared with third parties outside of the content creation tools used for our social media and promotional activities.

## 5. Disclosure of Your Personal Information

We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this Policy. Personal information is only supplied to a third party when it is required for the delivery of our services.

We may from time to time need to disclose personal information to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, during a legal proceeding or in response to a law enforcement agency request.

We may also use your personal information to protect the copyright, trademarks, legal rights, property or safety of READY! SET! SCHOOL! Pty Ltd (readysetschoolaus.com.au), its customers or third parties.

### 5.1 Third-Party AI Service Providers

We use third-party AI platforms and technology providers to assist with communications, content creation and service delivery. These providers may process your personal information, including photographs and video where consent has been provided, as part of their service. Such providers may be located outside of Australia, which means your personal information may be transferred, stored or processed overseas (see Section 5.2 below).

We take reasonable steps to ensure that any third-party AI providers we engage are bound by appropriate privacy obligations and handle your personal information in accordance with Australian Privacy Principles.

### 5.2 Overseas Transfers

Information that we collect may from time to time be stored, processed in or transferred between parties located in countries outside of Australia. This includes where we use overseas-based AI or technology platforms. We will take reasonable steps to ensure that any overseas recipients handle your personal information in a manner consistent with the Australian Privacy Principles.

If there is a change of control in our business or a sale or transfer of business assets, we reserve the right to transfer our user databases, together with any personal information and non-personal information contained in those databases, to

the extent permissible at law. This information may be disclosed to a potential purchaser under an agreement to maintain confidentiality.

By providing us with personal information, you consent to the terms of this Privacy Policy and the types of disclosure covered by this Policy.

## 6. Data Retention

We will retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. In general:

- Customer and family contact information is retained for the duration of your engagement with our services and for up to 7 years thereafter, in accordance with our legal and business obligations.
- Information about children is retained only for as long as necessary to deliver the relevant services and is securely deleted or de-identified when no longer needed.
- Financial and transaction records may be retained for up to 7 years to comply with Australian tax and business laws.
- Photographs and video of children will be retained only while consent remains in place and for so long as they remain relevant to our promotional purposes. We will review and remove images periodically.

If you would like to request deletion of your personal information, please contact us at info@readysetschoolaus.com.au. We will respond to deletion requests in accordance with the Privacy Act 1988 (Cth).

## 7. Security of Your Personal Information

READY! SET! SCHOOL! Pty Ltd is committed to ensuring that the information you provide to us is secure. To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

The transmission and exchange of information is carried out at your own risk. We cannot guarantee the security of any information that you transmit to us, or receive from us. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that personal information that we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.

## 8. Access to Your Personal Information

You may request details of personal information that we hold about you in accordance with the provisions of the Privacy Act 1988 (Cth). A small administrative fee may be payable for the provision of information. If you would like a copy of the information which we hold about you or believe that any information we hold on you is inaccurate, out of date, incomplete, irrelevant or misleading, please email us at info@readysetschoolaus.com.au.

We reserve the right to refuse to provide you with information that we hold about you, in certain circumstances set out in the Privacy Act.

## 9. Complaints About Privacy

If you have any complaints about our privacy practices, please feel free to send details of your complaint to:

**READY! SET! SCHOOL! Pty Ltd**
PO BOX 212 Cherrybrook NSW 2126, Australia
Email: info@readysetschoolaus.com.au

We take complaints very seriously and will respond shortly after receiving written notice of your complaint. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

## 10. Changes to Privacy Policy

Please be aware that we may change this Privacy Policy in the future. We may modify this Policy at any time, in our sole discretion, and all modifications will be effective immediately upon our posting of the modifications on our website or notice board. Please check back from time to time to review our Privacy Policy.

## 11. Website

### 11.1 Website Visits

When you come to our website (www.readysetschoolaus.com.au) we may collect certain information such as browser type, operating system, website visited immediately before coming to our site, and similar technical data. This information is used in an aggregated manner to analyse how people use our site so that we can improve our service.

### 11.2 Cookies

We may from time to time use cookies on our website. Cookies are very small files which a website uses to identify you when you come back to the site and to store details about your use of the site. Cookies are not malicious programs that access or damage your computer. Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. However, this may prevent you from taking full advantage of our website.

Our website may from time to time use cookies to analyse website traffic and help us provide a better website visitor experience. In addition, cookies may be used to serve relevant ads to website visitors through third party services such as Google AdWords. These ads may appear on this website or other websites you visit.

### 11.3 Third Party Sites

Our site may from time to time have links to other websites not owned or controlled by us. These links are meant for your convenience only. Links to third party websites do not constitute sponsorship or endorsement or approval of these websites. Please be aware that READY! SET! SCHOOL! Pty Ltd is not responsible for the privacy practices of other such websites. We encourage our users to be aware, when they leave our website, to read the privacy statements of each website that collects personal identifiable information.