

PRIVACY POLICY

Roomia respects the privacy of individuals and will be open about the way it handles all personal information provided by employees and members of the public.

Collection of information

We need to collect, retain and use information about you, including your personal information, to provide you with storage and do business with you. As much as possible, we will collect information directly from an individual, unless it is unreasonable or impracticable for us to do so (in which case we may collect information from other sources). We may also collect individuals' personal information from publicly or commercially-available sources.

We also need to collect information from you to:

- ensure security of the facility and the goods and people within the facility
- establish your identity and assess your application for storage
- be able to contact you during the storage relationship
- provide you with information about your account, including billing and provision of notices
- provide you with information about our business and related entities, including promotions
- be able to answer questions from you about your account and our services
- manage our risk, including enabling us to undertake a search of the StorerCheck database, or any relevant credit history entity
- undertake appropriate searches, including a PPSR search, if your account goes into default
- cooperate with enquiries from government and law enforcement bodies and comply with our legal obligations
- enforce our agreement with you.

Information we collect may include:

- your name
- licence number and details
- date of birth
- passport number
- telephone number(s)
- email address
- physical address
- CCTV footage and/or audio; and
- any other information reasonably necessary.
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We may also need to collect payment information from you, including credit card or direct debit information, and we collect and retain information about your ongoing storage and payment history.

Management

Roomia will take reasonable steps to ensure that personal information is kept accurate, complete, and up to date, protected from misuse, loss, unauthorised access, modification or disclosure, and destroyed or permanently de-identified when no longer needed. Individuals may seek to access or make corrections to their personal information held by Roomia.

Google Analytics

Roomia uses Google Analytics to collect and analyse user data on our website or digital platforms. We prioritise the protection and privacy of your personal information and strive to provide transparency regarding the collection, usage, and sharing of data through Google Analytics. Please ensure you read this policy carefully, and understand our practices and how your information is handled.

Data Collection

1. When you visit our website and interact with any of our digital platforms, Google Analytics automatically collects certain information about your browsing activities. This includes but is not limited to:

- Internet Protocol (IP) address
- Browser type and version
- Device type and operating system
- Referring website or source
- Pages visited and time spent on each page
- Clicks, scrolling, and mouse movements
- Demographic information (age, gender, interests) if available

Purpose of Data Collection:

2. We use Google Analytics to gain insights into our website's performance, user behaviour, and demographics.

The data collected allows us to:

- Understand how users navigate our website
- Improve our website's functionality and user experience
- Measure the effectiveness of our marketing campaigns
- Personalise content and tailor our offerings to user preferences
- Analyse trends and patterns to optimise our business strategies

Google Analytics and Cookies

3. Google Analytics uses cookies, which are small text files placed on your device to track and store information. These cookies collect anonymous data unless you choose to provide personally identifiable information voluntarily. You can manage all your cookie preferences through your settings in your browser or opt-out of Google Analytics by using the Google Analytics Opt-out Browser Add-on.

Read [how Google uses data when you use our partners' sites or apps](#)

Data Sharing

4. We may share the collected data from Google Analytics with our trusted partners, affiliates, or service providers who assist us in operating our business effectively. However, we do not and will not disclose any personally identifiable information to these third parties unless necessary for the purposes stated in this Privacy Policy or required by law.

Google Ads Remarketing

5. Roomia uses Google Ads remarketing. Third-party vendors, including Google, show our ads on sites across the internet and use cookies from our website to serve ads based on your past visits to this website.

Visitors can choose to opt out of Google cookies and trackers by visiting the [Ads Preference Manager](#) or you can opt out of a third-party vendor's cookies by visiting [Network Advertising Initiative opt-out page](#).

Marketing

We may use your contact details, including email, fax and telephone numbers, to contact you for marketing purposes. You may withdraw this consent at any time. We may share your information with our related entities. We will not share your contact details with third party enterprises and will never sell your personal information or contact details. Roomia may collect personal information through the conduct of certain activities, such as when individuals enter a contest or promotion, fill out a survey or send us feedback. Participation in these activities is voluntary. If you wish to opt out of direct marketing, please click on the unsubscribe link on your communications received or contact Roomia marketing at hello@roomia.com.au
265/267 Halifax St, Adelaide SA 5000 Phone: (08) 8383 2911

Hotjar

We use Hotjar in order to better understand our users' needs and to optimise our website service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of [Hotjar's support site](#).

Use and Disclosure

Roomia may only use or disclose an individual's personal information for the primary purpose for which it was collected; or for a secondary purpose that is related to the primary purpose and the individual would reasonably expect their information to be used or disclosed for this secondary purpose; or with the individual's consent; or as otherwise allowed under the relevant legislation or as required or authorised by law including but not limited to the following:

- our employees, including temporary workers or externally contracted staff
- service providers engaged by us, such as data storage, IT, software management, insurers and financial services
- third parties engaged to perform specific functions within our business, such as auctioneers, secondhand dealers, building contractors, and maintenance services
- government departments and agencies
- law enforcement agencies, including the police
- investigators
- any person who can demonstrate to our satisfaction a legal or equitable interest in the goods stored
- liquidators, administrators or other persons appointed to administer your financial affairs
- debt collection services
- your Alternate Contact Person (ACP)
- StorerCheck
- Storer or third parties who reasonably believe you have caused damage or injury to that Storer or third party
- agents for any of the above.

We may send your information overseas. Some of our service providers or other third parties, including data storage providers, may be located, operate or hold data outside of Australia. When information is sent or disclosed outside of Australia, we take reasonable efforts to ensure that appropriate data handling and security arrangements are in place.

We utilise service providers who are located in several countries outside Australia, including New Zealand, the UK, the USA.

Alternative Contact Person

You make the following authorisation regarding your Alternate Contact Person:

As you have provided us with personal information identifying your nominated Alternate Contact Person (ACP), you must ensure that you have the right to disclose information about your ACP including their personal information. You must take reasonable steps to ensure your ACP is aware that:

- you have made this disclosure
- we may use this information as we would personal information collected about you
- they may access and correct the information held by us in the same manner you may correct your personal information.

Storer check ('StorerCheck)

We subscribe to the StorerCheck system. By applying to store with us, including making a web or telephone enquiry, **you agree to the following:**

- We may search the StorerCheck data base for information StorerCheck may have about you.
- We may communicate with other users of the StorerCheck system and discuss your information with them.
- We may choose to refuse you storage, or terminate your storage agreement, if you are listed with StorerCheck.
- We may release or update any details and personal information StorerCheck have about you, including but not limited to:
 - ✓ your name
 - ✓ your address
 - ✓ your previous address(es)
 - ✓ your email addresses
 - ✓ your licence number and details
 - ✓ your passport number and details
 - ✓ your date of birth
 - ✓ your storage history, including account payment history.
 - ✓ Your details and personal information will be released to StorerCheck if you breach your storage agreement or engage in illegal or threatening behaviour including but not limited to:
 - ✓ Not paying for storage
 - ✓ Dumping or abandoning goods
 - ✓ Being chronically late with payments
 - ✓ Being abusive or threatening to staff members or other storers
 - ✓ Eliciting the involvement of law enforcement agencies, such as law enforcement enquiries regarding your storage activities and the execution of search warrants against you, this facility or your storage space
 - ✓ Any other breach of the storage agreement

We may use the information you provide during this application, including web or telephone enquiries, or information provided at any other time to update any listing you currently have with StorerCheck. If you do not consent to these terms, you should not apply for storage with us.

By applying to store with us you consent to the terms and conditions set out in this document and on-line at www.storercheck.com, including our right to search StorerCheck for your details, and to release your information and details to StorerCheck in certain circumstances. For further information about StorerCheck go to www.storercheck.com

Security

We keep your information provided to us in both hard form and electronic form. We take steps to secure this from misuse, loss, unauthorised modification, unauthorised disclosure and access. We employ physical security such as locks on filing cabinet and restricted access to hard files, and other security measures including password protected computers and internet firewalls.

We take reasonable care when engaging third parties to provide services to us where those service may necessitate the third party handling your information, including data storage, file destruction, enforcement of the agreement in any way and debt collection. Our SiteLink storage software is password protected database.

Accuracy of information we hold about you, your right to access and your right to correct

You may view and correct your personal information by:

- giving us reasonable notice in writing that you wish to view your personal information, and
- attending at our Facility at the agreed time, and
- paying reasonable costs for the provision of access.

If we refuse access, we will provide you with a written reason for the refusal.

To correct inaccurate information we hold about you, you may advise us in writing that your personal information is not correct and provide us with written corrections. We will endeavour to update within a reasonable time.

Eligible data breach

Where there are reasonable grounds to believe there has been an eligible data breach we will, within 30 days of when we first become aware of the suspected breach, undertake a reasonable and expeditious assessment of the potential breach.

Where it is determined that an eligible data breach has occurred, we will report the breach to the Office of the Australian Information Commissioner and you.

Your rights – how to contact us about your privacy

If you believe we have breached the Privacy Act 1988 or Australian Privacy Principles and wish to complain, please contact us kathy@roomia.com.au 265/267 Halifax St, Adelaide SA 5000 Phone: (08) 8383 2911.

We will endeavour to resolve your complaint within 21 days.

If you do not believe your complaint has been satisfactorily handled or resolved, you can lodge a complaint with the Office of the Australian Information Commissioner. For more information visit: www.oaic.gov.au