

## **PRIVACY POLICY**

### **INTRODUCTION**

We recognise that your privacy is important, and we are committed to protecting the information that we collect from you.

### **1. Application of this Policy**

This policy explains:

- how Superior Housing manages the information that we collect;
- how you can contact us if you have any complaints or queries about our management of your information;
- how we use and disclose your information; and
- how you can seek access to and correction of the information we hold about you.

This policy applies to the services provided by Superior Housing (both online, including via our website at [www.superiorhousing.com.au](http://www.superiorhousing.com.au) ("website") and offline).

Superior Housing is subject to the Privacy Act 1988 (Cth) and Australian Privacy Principles in the Privacy Act in relation to their handling of personal information. Superior Housing also complies with the General Data Protection Regulation of the European Union.

### **2. Contact details**

If you have any concerns in relation to the handling of your information or wish to make a complaint, please direct these in writing to the Privacy Officer. Details are below. We will respond to you within 28 days. If you are not satisfied with our response, you may make a complaint to the Office of the Australian Information Commissioner.

Contact details for privacy related enquiries, complaints, requests and feedback in relation to this Privacy Policy are as follows:

Privacy Officer  
**Superior Housing**  
PO Box 192  
Milsons Point NSW 1565

More information about the Privacy Act and the APPs is available from the Office of the Australian Information Commissioner at <http://www.oaic.gov.au/>

### **3. Information we collect**

When you purchase accommodation services from us, we collect information to help us fulfill your request/booking. This information may include:

- guest name (first and last name);
- gender;
- address;
- credit card information;
- email address;
- telephone number; and
- home address.

If you use a corporate account, your employer details, company contact name and corporate account details may be collected.

### **4. Collection of your Information**

We collect information from a variety of channels through which you may interact with us, including, but not limited to, when you:

- use our services or make bookings with, or stay, at Superior Housing;
- contact us using mobile applications, such as SMS and messaging apps;
- submit a website-based enquiry;

sign-up or register an account with Superior Housing through any of the collection channels; and

- contact us or submit an enquiry by email (including through our website) or by telephone.

As well as collecting information directly from you, there may be occasions when we collect information about you from a third party. These third parties may include, but are not limited to, your employer, legal representatives, travel agents or online booking channels.

## **5. Cookies and weblinks**

We use Google Analytics to gather statistics about how our website content is used. This tracking information allows us to better understand the needs of our site visitors and what content they expect and view. This allows us to make better decisions about our website and content. We use statistics about our visitors such as the browser type, geographic locations and referring sites. No personally identifying information is collected.

## **6. Use of your Information**

We may use your information for any of the following primary purposes:

- for the purpose of which it was collected from you at the time you gave us the particular information;
- to provide and administer our services and manage customer accounts (individual and corporate);
- to train our staff and test our systems;
- to distribute our newsletters, brochures and other communications either ourselves or with the assistance of third-party services providers;
- for customer support, including for providing assistance in resolving complaints or responding to other enquiries or requests;
- to conduct marketing activities for our services, and to conduct market and other research to improve our services and marketing activities; and
- to maintain internal business records and to comply with our legal obligations.

### *Direct marketing and opting out*

With your consent (which may be inferred or express) we will use your information to communicate with you by mail, telephone, email or SMS for direct marketing purposes in order to tell you about:

- our products and services;
- promotions and offers; and
- events that we think may be of interest to you.

You may, at any time, opt out of receiving any direct marketing from us by mailing the Privacy Officer (refer section 2 above) or by choosing 'unsubscribe' from our electronic communications.

## **7. Disclosure of Information**

For the purposes described above, we may disclose your information to:

- our service providers, contractors, agents, other business partners within Superior Housing and other entities who assist us in providing our services to you;
- members of Superior Housing as necessary and appropriate for the services that you have requested;
- other service providers, who provide the various services that you have requested and we have arranged;
- third parties who provide us with marketing services and conduct market research and analysis on our behalf;
- our related corporate bodies;
- our professional advisers;
- an entity including government agencies to whom we are required by law to disclose your information;
- to third parties as required to provide our services or to meet the purposes for which the information was collected; and
- to third parties you otherwise authorise us to.

## **8. Accessing and/or changing your Information**

We ensure that the information we collect, use and disclose is accurate, complete and up to date. You can access and seek correction of the information that we hold about you at any time by contacting the Privacy Officer (refer to section 2).

We will provide access to the information we hold about you unless there is an exemption which applies under the APPs, within a reasonable time following receipt of a request for access.

If requested, all reasonable steps to delete/erase (right to be forgotten) your information will be made, except where it is required for legal reasons.

## **9. Security of your Information**

We hold your information in electronic files which are located in secure servers at the offices of Xtreme.com.au Pty Ltd (parent entity is Newbook, the provider of our Property Management System). The information is stored on secure servers that are protected in controlled facilities.



Superior Housing Pty Ltd  
ABN: 58 684 231 721  
superiorhousing.com.au

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We take reasonable steps to keep secure your information held by us from misuse, interference and loss and from unauthorised access, modification and disclosure. We have taken measures to help secure any information you submit via our website.

While we will take all reasonable steps to protect the transmission, no data transmission over the internet is guaranteed to be totally secure. As such we make no warranty about the security, accuracy or privacy of information submitted via the website.

***This Privacy Policy was last updated: April 2025***