



GET LOST TRAVEL PTY LTD

# PRIVACY POLICY

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This Privacy Policy sets out the types of personal information we receive and collect when you use our services, how we collect it, and what we do with it, as well as some of the steps we take to safeguard information

# GLT

EFFECTIVE: 1 JANUARY 2023

This Privacy Policy may be updated from time to time. You are responsible for reviewing this document periodically and informing yourself of any changes to this Privacy Policy.





## ACKNOWLEDGEMENT

GLT wishes to acknowledge All Aboriginal and Torres Strait Islander people as the Traditional Custodians of the lands and waters on which we live, operate, and travel through. We pay our respects to their Elders past present and emerging and recognise their continuous connection and contribution to country, community and culture.

## ABOUT THIS POLICY

This **Privacy Policy** sets out the types of personal information we receive and collect when you use our services, how we collect it, and what we do with it, as well as some of the steps we take to safeguard information

We hope this will help you make an informed decision about sharing personal information with us.

We have appointed a Customer Support Officer to ensure that any personal information you provide to us will only be collected, used and shared in accordance with this Privacy Policy.

If you have any questions or concerns, please contact our Support Officer.

## WHO IS THE GLT?

Any references to 'GLT', 'we', 'our' and 'us' equates to Get Lost Travel Pty Ltd, which applies to the following GLT brands and entities below:

Autopia Tours, Wildlife Tours Australia, Melbourne Boutique Tours, , Cafe Bus Winery Tours, Geelong & Bellarine Tours, Melbourne Bus Hire & Bus Charters, Sydney Bus Charters & Hire, Walking Country and Australian Bus Charters and Tailor Made Touring.

# GLT

Get Lost Travel Group

**autopia**  
SMALL GROUP ADVENTURES TOURS

*Boutique* BY

**Wildlife Tours**  
AUSTRALIA

**AUSTRALIAN**  
Bus Charters

## WHAT INFORMATION DO WE COLLECT ABOUT YOU?

### Making an Enquiry or Booking a Trip

We will collect certain information from you when you make an enquiry or book a trip with us. Depending on your interaction with us and what products and services you use, we may collect the following personal information:

- Your full name, date of birth, gender, title, postal address, phone number, email address, dietary requirements, travel insurance details, passport details (including nationality and city of birth). We may also ask for a self health declaration form to be completed prior to departure, which are considered sensitive under data protection laws.
- Any additional information you provide during the booking process to check if a trip is right for you. For example, if you have any pre-existing medical conditions, have a disability, medication that requires refrigeration etc.

We may also keep records of the products and services you have enquired about or purchased from us, as well as collect information relevant to your booking such as accommodation details you have not booked through GLT.

### Financial Information

To make a payment via credit card you can use the secure online booking engine or call your booking agent. Your payment card details are not recorded, stored or retained by GLT in any way and therefore we ask that you do not email your payment card details. We use a third-party vendor named Windcave to process these payments on our behalf. If GLT needs to provide you with a refund, your bank details may be collected, which are recorded and stored.

### Photo and Video

When you are travelling with us a photo or video may be taken by the GLT group leader or an employee, a professional photographer or another passenger. We ask that any photos or video taken, by GLT personnel or otherwise, are done so with permission and respect to the individual. If you do not want to be included in photos or video, please let your group leader or the photographer know.

### Marketing and Other Interactions

- When you subscribe to the newsletter, we will collect your full name, country and email address
- If you request a brochure, we will collect your full name and postal address
- If you enter a competition directly with GLT, or via one of GLT's external partners, or click through on a GLT advertisement, we may collect your full name, country, zip code, email address and phone number, as well as your travel preferences
- When you click on a GLT advertisement via a third party, some of this information may pre-populate from an account you may have with that third party



## Customer Feedback

We may contact you to seek your interest in taking part in research projects, feedback surveys and interviews. This may include contacting you with a post-booking or post-trip feedback survey and asking to provide a score and comment on your experience.

As part of this contract, we may collect your full name, email address, booking number and departure code. You will be asked to provide a score and comment on your trip experience. This information will be linked to any comments you make about your trip.

Where you have provided the relevant details, we may also contact you in response to your feedback to discuss your comments.

## Job Applicants

If you apply for a job with us, we will collect your CV and supporting documents. We will also request you fill in a form and will ask for your personal information such as your full name, contact details, home address, date of birth, sex, ethnicity and accessibility requirements.

## WHY DO WE COLLECT YOUR INFORMATION

Under data protection laws, for GLT to collect, hold, use and share your information we must have a purpose and lawful basis to do so. The legal basis may differ depending on your interaction with us and what information we collect, and will fall under:

**Legitimate Interest** – Legitimate interest means your information has a purpose and is necessary in order to provide a product or service and does not override your rights and freedoms as an individual. For example; we collect your email address for the purpose of communicating with you. It's necessary to communicate about the product or service you're requesting or booking, and for GLT to provide you with relevant information.

**Legal Obligations** – in certain circumstances we will need to use your information to comply with our legal obligations, for example, to comply with local Australian laws.

**Contract** – fulfilling a contract you may have entered into with us, such as completing a travel reservation as part of your planned itinerary.

**Consent** – we will obtain your explicit consent when collecting sensitive information (for example, medical information) and when required by spam laws before sending you marketing materials. You can revoke your consent or object to our marketing at any time.

## **Making an Enquiry or Booking a Trip**

We use your information to arrange and provide you with the products and services you have requested and booked. This includes booking any transportation, accommodation and activities. The following will provide more insight into these purposes:

- Your personal information will be used by our group leaders to identify you and ensure your safety during the trip.
- Depending on your destination and services being booked for you, we may be required by the supplier to provide certain types of personal information in order to secure the booking. We may also be legally required by local laws and government to provide travel documentation, full name and contact details of passengers for contact tracing purposes.
- Your contact details will be collected in order to manage our relationship with you, including updates about your booking, providing relevant information and any applicable tickets, handling feedback and complaints, and to contact you in the event of an emergency.
- Where allowed, your medical information may be shared with any relevant personnel to ensure that we understand any specific needs you may have, before and during your trip. Any pre-existing medical conditions could impact your enjoyment of the trip, and by informing us of any conditions, issues or limitations, we can ensure that GLT is better prepared to assist if required.

Other than where it is in your vital interests or required by relevant laws, medical information can only be used by GLT with your consent. This is because medical information is considered sensitive and by consenting, you are showing us that you understand and agree to us processing this information. Providing medical information and consenting to its use by GLT is optional, however, it is highly recommended that information be provided for your safety and wellbeing.

## **Photo and Video**

Taking photographs or video is something many people love to do, especially as a way to capture special moments. This is likely to be the reason why you may be included in visual media taken on your trip. On occasion, visual media captured by GLT driver guides and employees are so good, our marketing team may wish to use them in our brochures or on our website for promotional purposes. There may also be a professional photographer scheduled on your trip for the purpose of taking promotional images. In these cases, a consent and waiver form will be provided to you.

## **Marketing and Other Interactions**

GLT may use your information for marketing purposes including:

- To identify and tell you about GLT products and services we think you might be interested in
- To offer you deals on partner products and services
- To tell you about trip deals, discounts and promotions
- To post travel subscriptions, our email communication for customers who have travelled with us at least once, which will tell you about discounts, competitions and new products



## Customer Feedback

We conduct research and analyse your information, including feedback surveys and comments, to help us improve our products and services and to enhance your customer experience, including customising online content, and to improve your booking and website experience. We also look for trends and future destinations and itinerary opportunities.

We may use your de-identified data for internal reporting (i.e. if a partnership was successful), creating new marketing strategies and to identify trends.

We may contact you to seek your interest in taking part in research projects, surveys and interviews. These interactions are designed to help us gain insight and understand certain things such as how to improve the services we provide, help us to understand our customers' needs and expectations, what media they consume, what their concerns are, why do they travel, etc. Your information and details from our research activities may be stored or kept on file for future reference if relevant and will be de-identified where possible.

## Job Applicants

Information collected from job applicants will be used to process your application, decide if you are right for the role you are applying for and for us to communicate with you. We will also use your de-identified information to analyse and understand who is applying for our jobs, understand where barriers might exist and to improve our job offerings and recruitment processes in future.

If you are successful in your application, the details you have provided to us will be transferred through to our Human Resources system to begin building your employee profile.

## HOW DO WE COLLECT YOUR INFORMATION?

Your information may come to us in a variety of different ways. You may provide information directly to us when communicating via email, phone, letter, web chat or in person. You may also provide us with your information by filling in an online or printed form, leaving a feedback survey, subscribing to a newsletter or a loyalty program.

Your information may also be provided to us by an external partner or third party; for example, a travel agent or a friend/family member who is booking on your behalf.

If you are providing us with the personal information of another person, you must ensure that those you represent are aware of the content of our Privacy Policy and consent to your acting on their behalf.

## SHARING YOUR INFORMATION

### Making an Enquiry or Booking a Trip

In order to handle your enquiry, fulfil your product or service request or manage your booking, we may share your personal information with the following:

- Inside the GLT group (including operations and driver guides)
- Related overseas entities (i.e. Destination Management Companies)
- Partners (i.e. travel agencies, etc.)
- Travel providers (i.e. affiliate tour companies)
- Third party vendors (i.e. local operator, mailing service, payment processors)
- Suppliers and Service providers (i.e. accommodation, activities, transfer drivers, etc.)
- Government authorities (i.e. contact tracing purposes, etc.)

Similarly, if your trip is operated by a non-GLT affiliated tour company, your personal information will be provided to that company for them to confirm you on the trip and provide the relevant services. We also share your personal information with any travel providers or third-party local operators for the purpose of improving services and experiences, and to investigate where necessary. Please be assured only the relevant people will be provided with access to this information. Any information shared with travel providers is done so via secure methods and the travel provider is responsible for any information they hold in their system.

### Support Services

We share your personal information with third parties that help us operate, provide, improve, integrate, customize, support and market our products and services. This includes the following:

- **Service Providers:** We work with third-party service providers to provide website and application development, hosting, maintenance, backup, storage, virtual infrastructure, support and troubleshooting for quality assurance purposes, payment processing, analysis and other services for us, which may require them to access or use information about you.

### With your consent

We share information about you with third parties when you give us consent to do so. For example, we often display personal reviews of satisfied customers on our public websites. With your consent, we may post your name alongside the review.

### Intracompany sharing

Your information may be shared within the GLT group and our related entities as part of our nation wide operations and to identify and market other products or services you may be interested in. This includes sharing your post-trip experience feedback, which is linked to your name and booking details, with our internal teams and entities.

We may share or transfer information in connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company. You will be notified via email and/or a prominent notice on the services if a transaction takes place, as well as any choices you may have regarding your information.



## Other sharing

We may share your information with an enforcement body (i.e. police) where disclosure is authorised or required by law, or with insurance providers or medical personnel. This may be for identification of fraud or error, for regulatory reporting and compliance, or if we believe the disclosure is necessary to lessen or prevent a threat to life, health or safety.

## SELLING DATA

We will not sell your personal information.

## TRANSFERRING YOUR INFORMATION

As discussed above, it is necessary for us to share your information with our entities, partners and third parties throughout Australia. When we transfer your information, we require that appropriate privacy, confidentiality and security measures are in place, and that we comply with those data protection and privacy laws which apply to us.

In some jurisdictions, including the EEA, the UK and Australia, data protection laws restrict transferring personal information outside the jurisdiction. In all cases, we ensure that appropriate safeguards for the purposes of those data protection laws which restrict the trans-border flow of personal information, have been established and are maintained, whether in the form of standard contractual clauses and appropriate inter-company agreements.

## WHAT ARE YOUR RIGHTS

We want you to feel reassured that you have control of the information you provide to us. Depending on relevant data protection laws, there are certain rights you have over your personal information including:

- You can ask us to update any inaccurate, incomplete or out-of-date information we hold about you
- You can ask us to provide you with a copy of the information we hold on you, or that we transfer that information to another service provider
- You may request that we stop processing or using your information
- You may request that we delete any / all information we hold about you
- You may withdraw consent that you have provided to us

Where possible we will comply with your request, however, there may be instances where we cannot fulfil your request, or there will be consequences if we were to fulfil your request. We will always communicate with you about any consequences before going forward, or give you written reasons for any refusal.

If you are subscribed to any promotional marketing newsletters, you have the choice to unsubscribe from these communications by scrolling to the bottom of the e-mail and clicking the 'unsubscribe' link.



Under the GDPR, if you live in the European Economic Area (EEA), you are also entitled to, at any time:

- Withdraw consent to our use of your information for marketing purposes
- Object to the processing of your personal data, especially where we collect your personal data for claimed legitimate interest
- Request your personal information be transferred to yourself or a third party without hindrance in a commonly used format.

You may also wish to make a complaint about the way we have handled your personal information or other interference with your privacy rights.

You can exercise any of these rights at any time by contacting us Customer Support Officer or your relevant privacy or data protection authority.

## CONTACT US

### GLT Customer Support Officer

GLT has appointed a dedicated Customer Support Officer as well as General Manager. If you have any questions about this Privacy Policy or are concerned about how we have handled your personal information, we would like to hear from you. We treat privacy matters seriously and will endeavour to correct the matter.

If you would like to exercise your rights, as listed above, you can also do this by contacting the privacy team via the below form.

One of our team members will contact you within a reasonable time frame after receiving your enquiry or request to verify who you are in order to locate any accounts or bookings you may have with us or ask any follow up questions to better understand your enquiry.

We will inform you whether we will conduct an investigation and the estimated completion date for the investigation process. After we have completed our enquiries, we will contact you, usually in writing, to advise the outcome and invite a response to our conclusions about the complaint. If we receive a response from you, we will assess it and advise if we have changed our view. If you are unsatisfied by our final response, you may escalate your complaint to the relevant regulatory body.

### Complaint to the Data Protection Authority

If you have any concerns or complaints about how we are collecting or processing your personal information, you can complain to your local data protection authority.

If you are in the EU, please follow this link to locate the data protection authority most relevant to you:  
[https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)

## RETENTION

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

## HOW WE KEEP YOUR INFORMATION SECURE

The GLT Group is dedicated to keeping your personal information secure. We have implemented various physical, electronic and managerial security procedures in order to protect your information from loss and misuse, and from unauthorized access, modification, disclosure and interference.

We have put in place procedures to deal with any suspected personal information breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## THIRD-PARTY LINKS

### Links to Third Party Sites

Our website may include links to third party websites. Clicking on those links may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy policies. When you leave our website, we encourage you to read the privacy policy of every website you visit.

### Third-Party Widgets

Some of our services contain widgets and social media features, such as the Facebook "like" button. These widgets and features collect your IP address, which page you are visiting on the Services, and may set a cookie to enable the feature to function properly. Widgets and social media features are either hosted by a third party or hosted directly on our Services. Your interactions with these features are governed by the privacy policy of the company providing it.

## COOKIES & WEBSITE USAGE

When you visit our websites, we use cookies. Cookies are small text files placed on your computer by us or our partners. Cookies allow us to identify the computer or device you're using to access our websites. This information is sent back to our systems as you move around our website.

Cookies are unique to the web browser you're using – so if you're using a desktop computer as well as a mobile, different data will be collected for each. You can find more information on the About Cookies website [www.aboutcookies.org/](http://www.aboutcookies.org/)



Cookies can be set by the owner of the website you're on. These are known as 1st Party Cookies. There are also 3rd Party Cookies that can be set by partner websites. Only the owner of the cookie can see the anonymous information it collects.

You can choose to accept all cookies, reject 3rd Party Cookies or reject all cookies either by changing your internet browser settings or when provided with the option to do so by us. If you don't accept cookies, some features of our website won't work. For example, you won't be able to make a booking.

### **What Information Do We Collect?**

We may collect information about your visits to, browsing of, and use of our website, unless your web browser blocks this. The range of data we collect will depend on how you interact with our website.

This information may include:

- Your IP address (a unique identifier allocated to your computer for your connection to the internet)
- Your computer device details (PC, tablet, smartphone, watch, make and model, etc.)
- The make and version of web browser (e.g. Internet Explorer, Firefox, Safari, Opera, Chrome) you are using
- Your operating system (e.g. Windows, Windows Phone, OSX, iOS, Android, Linux etc.)
- Your time-zone
- Any webpage you came from, identified as the referrer web page address by your web browser
- Cookies
- Page response times
- Download error
- Pages and parts of pages you visit
- The usage you make of our website, including enquiries and searches undertaken, and registrations for accounts, forums etc.
- Services and products you viewed
- Length of visit to website and pages
- Page interaction information (such as scrolling, keys pressed, mouse clicks, touches, and mouse-overs)

This will normally be collected and used anonymously, and aggregated for analysis, with your name and any characteristics identifying you remaining anonymous, but our privacy policy will apply, and it will be treated as your personal information, if this information is in any way linked to you personally.

The only time your information will be identifiable will be if you experience an error and we contact you to resolve the issue.

This information may also include:

- Data inputted into forms and fields
- Registrations for any accounts
- Feedback mechanism
- Social functionality
- Newsletters or other features of our site
- Log-in / out history, and settings
- Actions are taken within any account or other registration, including view, update and changes to settings
- Posts to any forum, feedback, review or other social functionality on our website.

## Why Do We Use Cookies and Collect Your Information?

### Buying our products online

When you're buying something on our website, we need to use cookies to keep track of what you're booking as you move through each stage of the booking process. We use cookies to keep track of your searches and preferences. Your recent searches and shortlisted holidays are recorded using cookies. If you've made a shortlist but you haven't saved it by entering your email address, we'll store your shortlisted holidays using a cookie, so you'll be able to see it when you visit us again using the same computer or device.

### Improving your experience

We use cookies and software programs to record, measure and analyse how our customers use our website. We use this information to understand what you want from our website, which helps us when we're considering future products. We can find out how you move around our website, so we can investigate any errors stopping you from being able to do what you want. The data we collect from cookies is important for us to improve your experience.

### Tailoring and making our marketing relevant

Cookies allow us to provide you with information, products and services that we think you'll find interesting. We can personalize and show you relevant offers and promotions on our own websites and through our advertising networks by matching you with any existing profiles.

### Advertisements on other websites

If you visit one of our partner sites, you might see an advertisement that's relevant to what you searched for when you last visited our own site. We work with advertising networks who use cookies to collect information on your preferences, meaning we can show advertisements tailored to you.

### Types of cookies we use

Third party vendors use cookies to help us evaluate the effectiveness of our marketing and deliver more tailored advertisements to you on other sites. When you visit certain sections of the website, Google Analytics, a website analytics service provided by Google Inc ("Google"), will place cookies on your computer's browser. The information generated by the cookies about your use of the website is transmitted to Google. This information is then used for the purpose of compiling statistical reports to enable us to measure and analyse the number of visits to the site and its pages, the average time spent on the site and the pages viewed. We will not (and will not allow any third party to) use Google Analytics to track or to collect any personal information of visitors to our website. We will not associate any data gathered via the use of cookies with any personal information from any source as part of our use of Google Analytics. For further information about Google Analytics please visit [www.google.com/analytics](http://www.google.com/analytics) and for details of Google Analytics' Privacy Policy, please visit [www.google.com/intl/en](http://www.google.com/intl/en).

You may choose to opt-out of Google Analytics using the Google Analytics Opt-out Browser Add-on which you may access at <https://tools.google.com/dlpage/gaoptout/>.



## Refusing cookies

You can change your browser settings to accept or refuse all cookies, choose which cookies you want or don't want, or ask to be notified when a cookie is set. Use the help feature in your browser to see how.

### Changing your mind after you've accepted our cookies

If you change your mind after you've accepted our cookies, you'll find an option within your internet browser to clear cookies that have already been set. Use the help feature in your browser to see how. You'll then need to change your browser settings to refuse cookies in future.

Just so you know, you won't be able to benefit from all the features of our website and email newsletters or book online with us if you refuse cookies.

Last updated by GLT Jan 2023.