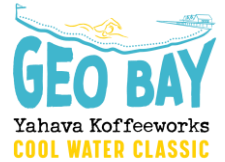


# Cool Water Classic – Privacy Policy



At the Cool Water Classic, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, and safeguard the information obtained from participants and visitors to our website and social media platforms. Our practices comply with the privacy laws as set by the Australian Government. By participating in the Geo Bay Cool Water Classic event or using our website and social media platforms, you consent to the terms of this Privacy Policy.

## Collection of Information

### 1.1 Personal Information:

We may collect personal information, such as your name, contact details, age, gender, and emergency contact information when you register for the Geo Bay Cool Water Classic event. This information is necessary for event administration, communication, and participant safety.

### 1.2 Social Media:

If you engage with us through our social media campaigns, we may collect and store information about your interactions, including comments, likes, and shares. Please note that the privacy practices of social media platforms are governed by their respective policies, and we encourage you to review them.

### 1.3 Website:

When you visit our website, we may collect certain information automatically, such as your IP address, browser type, referring/exit pages, and operating system. This information helps us analyse trends, administer the website, and improve user experience.

## Use of Information

### 2.1 Event Administration:

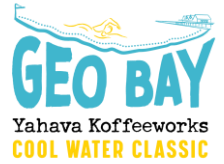
We use the information provided during registration to manage and organize the Geo Bay Cool Water Classic event, including communicating event-related updates, distributing race materials, and coordinating participant safety.

### 2.2 Marketing and Promotions:

With your consent, we may use your personal information to send you promotional materials, newsletters, and updates about future events or related products and services. You have the option to opt out of these communications at any time.

### 2.3 Social Media Campaigns:

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Information collected during social media campaigns may be used to analyse engagement, improve our campaigns, and understand participants' interests. We may also feature user-generated content (such as photos or testimonials) on our social media platforms and website with appropriate credit given.

## 2.4 Official Event Photography:

By participating in the Geo Bay Cool Water Classic event, you consent to the capturing of your image by official event photographers. We may use these images in promotional materials, including but not limited to our website, social media platforms, advertisements, and print materials. However, we will not use any images in a manner that is derogatory, defamatory, or inappropriate.

## Disclosure of Information

We may share your personal information with third parties in the following circumstances:

### 3.1 Service Providers:

We may engage third-party service providers to assist us in event administration, marketing, website maintenance, and data analysis. These providers will have access to your personal information solely for the purpose of performing their services on our behalf and are obligated to protect your information.

### 3.2 Legal Requirements:

We may disclose your personal information if required by law or in response to a valid legal request, such as a court order or government investigation.

## Security of Information

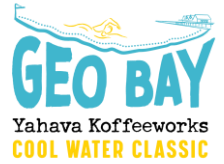
We take appropriate technical and organizational measures to protect your personal information from unauthorized access, loss, misuse, or alteration. However, no data transmission over the internet or electronic storage method is completely secure, and we cannot guarantee absolute security.

## Your Rights and Choices

You have the right to access, correct, or delete your personal information held by us. If you would like to exercise any of these rights, or if you have any questions or concerns about our Privacy Policy, please contact us using the information provided at the end of this policy.

## Updates to the Privacy Policy

# Cool Water Classic – Privacy Policy



We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. The revised policy will be posted on our website, and the effective date will be updated accordingly. We encourage you to review this Privacy Policy regularly.

## Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at:

Geo Bay Cool Water Classic

Email: [info@geobayswim.com.au](mailto:info@geobayswim.com.au)

By participating in the Geo Bay Cool Water Classic event, using our website, or engaging with us through our social media platforms, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of your personal information as described herein.

Last Updated: July 2023