

# Privacy Policy — Park for Better

**Last updated:** 10 July 2025

**Operated by:** Parkedin Pty Ltd ABN 22 639 083 417

## 1. Introduction

Parkedin Pty Ltd ("we", "us", or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and disclose your personal data when you engage with the **Park for Better** initiative.

By using our services, including booking a parking space or subscribing to updates, you consent to the practices outlined in this Privacy Policy.

## 2. Scope

This policy applies specifically to the **Park for Better** initiative and its related platforms (e.g., websites, booking systems, and email communications). For the general Parkedin Privacy Policy, please refer to: <https://shorturl.at/iGj0E>

## 3. What Information We Collect

We may collect the following types of personal information when you interact with Park for Better:

- Full name
- Email address
- Phone number (optional)
- Vehicle registration number
- Billing or payment information (via secure third-party processors)
- Location or time-based data for your booking
- Communication preferences (e.g., newsletter opt-in)

We do **not** collect or store sensitive personal information such as health, biometric, or criminal records.

## 4. How We Collect Information

We collect personal information through:

- Direct input when you make a booking, register for updates, or contact us
- Automated tracking (cookies, analytics) when you use our website or app
- Payment systems handled through secure third-party gateways

## 5. Why We Collect Your Information

We only collect personal data necessary to deliver and improve our services. Common uses include:

- Processing your parking booking and payment
- Communicating booking confirmations or instructions
- Sending updates about your charitable impact (if opted-in)
- Responding to inquiries or support requests
- Improving our service quality, user experience, and reporting
- Complying with legal obligations or internal audit requirements

We do **not** sell or rent your personal data to third parties.

## 6. Third Parties and Disclosure

We may share your data with third parties for specific operational purposes, including:

- **Payment processors** (e.g., Stripe or PayPal)
- **Charity reporting platforms** (anonymous and aggregated data only)
- **Email marketing services** (for opted-in communications)
- **Legal authorities** if required under Australian law

All third parties we use are vetted and required to uphold strict privacy and data security standards.

## 7. Data Storage and Security

We store personal data on secure Australian-based or internationally compliant cloud infrastructure.

Security measures include:

- SSL encryption
- Access control protocols
- Secure data backups
- Regular audits and compliance reviews

While we take all reasonable steps to protect your data, no system is 100% secure. Use of our services is at your own risk.

## 8. Access and Correction

Under the Australian Privacy Act, you have the right to:

- Request access to the personal data we hold about you
- Request corrections to inaccurate, outdated, or incomplete data

Requests can be submitted to: **hello@parkedin.com.au**

## 9. Marketing Communications

You may receive occasional updates on your impact or new Park for Better initiatives.

- You will only be added to marketing lists if you explicitly opt-in
- You can unsubscribe at any time by clicking the link in the email or contacting us

## 10. Cookies and Website Analytics

We use cookies and analytics to:

- Understand how users navigate the website
- Track service performance and technical issues

- Improve user experience

You can disable cookies in your browser settings, though it may impact site functionality.

## 11. Data Retention

We retain personal data only for as long as necessary to:

- Fulfil service delivery and operational requirements
- Comply with legal, tax, or reporting obligations
- Provide you with donation transparency and reports

Data is securely destroyed or anonymised once no longer required.

## 12. Complaints and Contact

If you believe your privacy has been breached or mishandled, you may lodge a complaint. We will respond within a reasonable timeframe.

### Contact Us:

 **Email:** [hello@parkedin.com.au](mailto:hello@parkedin.com.au)

You may also contact the **Office of the Australian Information Commissioner (OAIC)** at: <https://www.oaic.gov.au>

## 13. Changes to This Policy

We may update this Privacy Policy periodically. All changes will be posted on this page and effective immediately upon publication. Continued use of Park for Better implies acceptance of any revisions.