



Privacy Policy

Latest Update: October 2025

This privacy policy applies to all Personal Information collected by [Hai Helper Pty Ltd ACN [686 907 317]] (**We/we, Us/us or Our/our**) via your use of the Platform and software commonly referred to as “Hai Helper” (**Web-based Application or Platform**).

From time to time, we may revise or update this **Privacy Policy** or our information handling practices. If we do so, the revised Privacy Policy will be published on the Platform.

We may collect Personal information in order to conduct our business, to provide and market our **Goods and Services** and to meet our legal obligations. By using the Platform or our Goods or Services, or by providing any Personal information to us, you consent to the collection, use and disclosure of your Personal information as set out in this Privacy Policy.

1 What information do we collect?

- (a) The kind of Personal Information that we collect from you will depend on how you use the Platform. The Personal Information which we collect and hold about you may include:
 - (i) your name, address, contact telephone number and other contact details such as your email address;
 - (ii) payment information (such as credit/ debit card or bank details);
 - (iii) log information (such as, user ID for accessing our services, internet protocol address, browser type, browser language);
 - (iv) other Personal information required to provide our services in specific cases; and
 - (v) details of your use of our Products or Services.

- (b) You are not obliged to provide Personal information to us. However, in many cases, if you do not provide Personal information to us, we may not be able to supply the relevant functionality of the Platform.
- (c) In some circumstances, you may provide to us, and we may collect from you, Personal information about a third party. Where you provide the Personal information of a third party, you must ensure that the third party is aware of this Privacy Policy, understands it and agrees to accept it. If you are providing us with personal or Sensitive Information on behalf of a person who is under the age of 18 that you are the parent or guardian of, you understand that you are consenting to this Privacy Policy on their behalf as their legal guardian.
- (d) If it is necessary to provide specific services to you, we may collect Sensitive Information about you. However, we will only collect Sensitive Information from you if you agree to provide it to us, you authorise us to obtain it from a third party or where the collection of the information is required or authorised by or under an Australian law or a court/tribunal order or otherwise where the collection is not prohibited under Australian law.
- (e) In addition, we may collect information automatically when you access our Platform, including your IP address, browser type, device information, referring/exit pages, and cookies or similar tracking technologies. This helps us analyse how users interact with the Platform and improve its functionality.

2 Types of information

The Privacy Act 1988 (Cth) (**Privacy Act**) defines types of information, including Personal Information and Sensitive Information.

(a) Personal Information

Personal Information means information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (i) whether the information or opinion is true or not; and
- (ii) whether the information or opinion is recorded in a material form or not.

If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as “Personal Information” and will not be subject to this privacy policy.

(b) Sensitive Information

Sensitive Information is defined in the Privacy Act as including information or opinion about such things as an individual's racial or ethnic origin, political

opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive Information will be used by Us only:

- (i) for the primary purpose for which it was obtained;
- (ii) for a secondary purpose that is directly related to the primary purpose;
and
- (iii) with your consent or where required or authorised by law.

3 How we collect your Personal Information

- (a) We may collect Personal Information from you whenever you input such information into the Platform, related application or provide it to us in any other way.
- (b) We may also collect cookies from your computer device which enable us to tell when you use the Platform and also to help customise your Platform experience. You can disable cookies through your browser settings, but some parts of the Platform may not function properly if you do. As a general rule, however, it is not possible to identify you personally from our use of cookies.
- (c) We generally do not collect Sensitive Information, but when we do, we will comply with the Privacy Act.
- (d) Where reasonable and practicable we collect your Personal Information from you only. However, sometimes We may be given information from a third party, in cases like this we will take steps to make you aware of the information that was provided by a third party.

4 Purpose of collection

- (a) We collect Personal Information to:
 - (i) provide you with the best service experience possible on the Platform and keep in touch with you about developments in our business;
 - (ii) improve our business, Products and Services;
 - (iii) promote our business to you;
 - (iv) market our other services or products to you;
 - (v) handle and respond to your enquiries, complaints or concerns;

- (vi) provide Personal information to third parties as set out in this Privacy Policy.
- (b) We customarily only disclose Personal Information to our service providers who assist us in operating the Platform. Your Personal Information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.
- (c) By using the Platform, you consent to the receipt of direct marketing material. We will only use your Personal Information for this purpose if we have collected such information direct from you, and if it were material of a type which you would reasonably expect to receive from use. We do not use sensitive Personal Information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature, such as an unsubscribe button link.

5 AI Functionality and User Data

- (a) When you use the AI features of the Platform (such as chat or personalised guidance tools), we may process the information you provide to generate responses and insights.
- (b) This information may include your interactions, preferences, or feedback. We only use this data to operate and improve the AI functionality of the Platform and to ensure the responses are accurate and helpful.
- (c) We do not use identifiable Personal Information to train third-party AI models. Your information is processed by our AI provider (Amazon Bedrock) in Australia to generate responses for you and to operate and improve the Platform's AI features. We do not currently remove identifying details before your information is processed to generate a response, so please avoid entering details you would not want processed. This information stays within Australia.

6 Security, access and correction

- (a) We store your Personal Information in a way that reasonably protects it from unauthorised access, misuse, modification or disclosure. When we no longer require your Personal Information for the purpose for which we obtained it, we will take reasonable steps to destroy or permanently de-identify it in accordance with the Australian Privacy Principles. However, most of the Personal Information that is stored in our client files and records will be kept for a minimum of seven (7) years to fulfill our record keeping obligations.
- (b) The Australian Privacy Principles (**APP**):

- (i) permit you to obtain access to the Personal Information We hold about you in certain circumstances (**APP 12**); and
 - (ii) allow you to correct inaccurate Personal Information subject to certain exceptions (**APP 13**).
- (c) Where you would like to obtain such access, please contact Us in writing on the contact details set out at the bottom of this Privacy Policy.
- (d) We will respond to any such request for access as soon as reasonably practicable. Where access is to be given, we will provide you with a copy or details of your Personal information in the manner requested by you where it is reasonable and practicable to do so.
- (e) We will not charge you a fee for making a request to access your Personal information. However, we may charge you a reasonable fee for giving you access to your Personal information.
- (f) In some cases, we may refuse to give you access to the information you have requested or only give you access to certain information. If we do this, we will provide you with a written statement setting out our reasons for refusal, except where it would be unreasonable to do so.
- (g) If you believe the Personal Information we hold about you is inaccurate, irrelevant, out of date or incomplete, you can ask us to update or correct it. To do so, please contact us using the contact details listed below.
- (h) If you create an account on the Platform, you are responsible for maintaining the confidentiality of your login credentials. We recommend using a strong password and keeping your account information secure

7 Third party service providers

- (a) We may disclose your Personal information to third parties who work with us in our business to promote, market or improve the services that we provide, including:
 - (i) providers of customer relations management database services and marketing database services;
 - (ii) marketing consultants, promotion companies, website hosts and payment processing companies;
 - (iii) partnered businesses; and
 - (iv) consultants and professional advisers.

- (b) We may also combine your Personal information with information available from other sources, including the entities mentioned above, to help us provide better services to you.
- (c) Where we do share information with third parties, we require that there are contracts in place that only allow use and disclosure of Personal information to provide the service and that protect your Personal information in accordance with Australian law. Otherwise, we will disclose Personal information to others if you have given us permission, or if the disclosure relates to the main purpose for which we collected the information, and you would reasonably expect us to do so.
- (d) We may also use trusted third-party service providers to host our Platform, store data, process payments, deliver AI functionality, and provide authentication, email and analytics. Our platform hosting, data storage and AI processing are located in Australia, using Amazon Web Services and Amazon Bedrock in the Sydney (ap-southeast-2) region and Supabase. Some service providers are located overseas, including in the United States, such as our payments provider (Stripe), authentication provider (Clerk), email provider (Resend) and analytics provider (PostHog). Where we disclose personal information to overseas recipients, we take reasonable steps to ensure it is handled in a manner consistent with the Australian Privacy Principles. These partners are bound by confidentiality and data protection obligations and are compliant with data and privacy laws in Australia.

8 Complaint procedure

- (a) If you have a complaint concerning the manner in which We maintain the privacy of your Personal Information, please contact us on the contact details set out at the bottom of this privacy policy.
- (b) All complaints will be considered by our privacy officer, and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner (**OAIC**).

9 How to contact us about privacy

- (a) If you have any queries, or if you seek access to your Personal Information, or if you have a complaint about our privacy practices, you can contact us on: [\[privacy@haihelper.com.au\]](mailto:privacy@haihelper.com.au).

- (b) We will acknowledge and investigate any complaint about the way we manage Personal information as soon as practicable. We may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. We will take reasonable steps to remedy any failure to comply with our privacy obligations.