

## Privacy Policy

---

Your use of all Wicked Lab products, services and websites is governed by this Privacy Policy.

Any information that you provide to Wicked Lab Pty Ltd (Wicked Lab) will be maintained in accordance with this Privacy Policy. Please ensure that you read the document carefully and understand the purposes for which information provided to Wicked Lab may be collected, stored and used.

Wicked Lab reserves the right to change, remove or add additional terms to this policy. Any changes will be displayed on the Wicked Lab website for a period of 28 days, after which the changes will be deemed to have come into effect and to be valid and enforceable. All users will be notified by email on day one of the changes.

### 1. What information does Wicked Lab collect?

---

Wicked Lab may collect specific information about organisations, wicked problems / opportunities, communities, initiatives and the users of Wicked Lab web applications, websites, products or services.

Wherever possible Wicked Lab would appreciate dealing with individuals and/or entities using their trading/legal name, however Wicked Lab will adhere to its requirements under the Australian Privacy Principles and where practicable offer the use of a pseudonym.

Wicked Lab will take all reasonable steps to protect the security of the personal information that it holds. This includes appropriate measures to protect electronic materials and materials stored and generated in hard copy.

This information may include names, email addresses, contact phone numbers, web address, collaborating organisations details, initiative details and user activities logs.

These details are collected for the purpose of providing Wicked Lab services to customers, and the selling and marketing of its products and extended range of services.

In the event that sensitive information is collected by Wicked Lab, it will not be used for any purpose without the express permission of the individual/ or entity.

Additional information may be collected and used for internal statistical studies and market research.

Where possible, Wicked Lab will collect the information directly from individuals, customers and clients. In some instances, Wicked Lab may collect personal information from secondary mediums and, in this case, it will endeavour to verify such details with the person or organisation concerned.

Wicked Lab acknowledges that there is no obligation for an individual to provide personal information. However, if an individual chooses not to provide Wicked Lab with



personal details it may not be able to provide the individual or organisation with a full range of services or may reduce the ability of directly servicing the individual / organisation.

We collect a variety of information about our customers and users of Wicked Lab services. This personal data falls into these categories:

Identity Data includes title, first name, last name, username or similar identifier and an encrypted version of your login/password.

Contact Data includes billing address, delivery address, email address and telephone numbers.

Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access Wicked Lab's online services.

Tracking Data includes information we collect about you from cookies and similar tracking technologies.

Marketing and Communications Data includes your preferences in receiving direct marketing from us and your communication preferences.

Usage Data includes information about how you use our website, products and services.

## **2. How does Wicked Lab use collected information?**

---

As part of providing the Wicked Lab service (web application) users can choose to publically share their Transition Cards. This is done via a direct link to a Transition Card or via embedding code on another website. Shared Transition Cards done via link or embedded code are not able to be edited and only provide a static view of the information.

Transition Cards can be shared by account users of the Wicked Lab web application, Wicked Lab will not share or publish Transition Cards without the written permission of the account owner. If users wish to keep Transition Cards private they must ensure they maintain correct security protocol over their username and passwords to access their account.

Wicked Lab may use personal information you submit for other purposes relating to Wicked Lab's business, including but not limited to processing payments; generating statistical studies; conducting market research; improving its product and services; sending new surveys or notifying you of new products; product upgrades and updates; special offers; seminars and conventions or any other changes within Wicked Lab that may affect you.

Wicked Lab may also collect the information for the provision of marketing, unless a specific request in writing is provided, detailing what is not required.

If you do not wish to receive any promotional information from Wicked Lab, please contact us by email at [hello@wickedlab.com.au](mailto:hello@wickedlab.com.au)

Requesting removal from our promotions program, we will endeavour to remove you from the promotional database as soon as reasonably practicable.

Wicked Lab may need to give personal information to other organisations to comply with its legal obligations, such as auditors, legal advisers and the Australian Taxation Office (or any other relevant organisations).

### **3. Can you inspect the information that Wicked Lab holds?**

---

You have a right to view the information that Wicked Lab holds about you. If you would like to access this information, please make a request by email at [hello@wickedlab.com.au](mailto:hello@wickedlab.com.au)

Upon receiving a request, we will amend your information and require authorised approval for all changes.

### **4. Does Wicked Lab share the information that it collects with third parties?**

---

We engage service providers to perform functions and provide services to us in Australia and other countries. For example, we use a variety of third-party services to help provide our Services, such as hosting our various website, web applications, and to help us understand and improve the use of our Services, such as Google Analytics. We may share your private personal information with such service providers subject to obligations consistent with this Privacy Policy and any other appropriate confidentiality and security measures, and on the condition that the third parties use your private personal data only on our behalf and pursuant to our instructions.

All information entered and collected within the Tool for Systemic Change by a client such as organisational details, comments and initiative details are not shared with third parties outside of being able to perform functions and provide services.

### **5. Does Wicked Lab share the information that it gathers with Government or Law Enforcement Agencies?**

---

Wicked Lab will disclose your personal information where it is required to do so by law.

Wicked Lab reserves the right to monitor, and disclose upon request, government officials or law enforcement without your consent any communications and personally identifiable information whenever prompted to do so by the authorities.

## 6. What is Wicked Lab's commitment to data security?

---

Wicked Lab recognises your concern as to security, and will use reasonable efforts to establish secure connections with you and to limit access to the databases that hold personal information to authorised personnel only. For more information please refer to Data Security Policy.

## 7. Does Wicked Lab use cookies?

---

'Cookies' give users a unique, random ID by storing small text files onto a user's computer hard drive with the user's browsers. Wicked Lab does use Cookies to enable the website to track a user's activities on a website.

Wicked Lab cookies do not contain personally identifying information. Users are free to change the web browsers to prevent the acceptance of cookies.

## 8. What are Wicked Lab's contact procedures?

---

If you believe that Wicked Lab has not adhered to its privacy statement and you would like to be removed from Wicked Lab's lists, or you would like to update your personal information, you may notify Wicked Lab by email. Wicked Lab will use reasonable efforts to promptly resolve any issues.

We welcome comments by you in relation to privacy issues generally, or any privacy issues that concern you. You may also contact the Privacy Commissioner in Australia if you want to know more about privacy. Their web address is <http://www.privacy.gov.au>

## 9. Wicked Lab contact information

---

hello@wickedlab.com.au  
www.wickedlab.com.au  
Telephone +61 402 882 662  
26 Albert Street  
Adelaide SA 5000  
Wicked Lab Pty Ltd  
ABN 31 606 955 239

## 10. Australian Privacy Principles (APP's)

---

Wicked Lab will endeavour to adhere to all 13 Australian Privacy Principles as stated below.

- APP 1 – Open and transparent management of personal information
- APP 2 – Anonymity and pseudonymity
- APP 3 – Collection of solicited personal information

- APP 4 – Dealing with unsolicited personal information
- APP 5 – Notification of the collection of personal information
- APP 6 – Use or disclose of personal information
  
- APP 7 – Direct marketing
  
- APP 8 – Cross-border disclosure of personal information
- APP 9 – Adoption, use or disclosure of government related identifiers
- APP 10 – Quality of personal information
- APP 11 – Security of personal information
- APP 12 – Access to personal information
- APP 13 – Correction of personal information

For further clarification of the Privacy Act 1988 and subsidiary 13 Australian Privacy Principles please visit [www.oaic.gov.au](http://www.oaic.gov.au)