

Privacy and Dignity Policy

1. Introduction

1.1 Purpose

Beyond the Paddock ("we", "our", "us") is committed to protecting the privacy of all customers, visitors and users of our services. This Policy and the related policies, procedures, agreements and supporting documentation referred to in section 1.5 (Related Documentation) establish the framework by which Influential Equine Therapy Pty Ltd T/A Beyond the Paddock collects, manages, stores, uses and protects personal information.

Beyond the Paddock is committed to respecting the privacy of customers, agistees, visitors, contractors and other individuals who interact with our business. This Policy outlines our approach to privacy, confidentiality and information management across all services we provide, including arena hire, horse float hire, full care agistment, website enquiries and online bookings.

This Policy has been developed in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs) and any other applicable legislation governing the collection, storage, use and disclosure of personal information.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you:

- Visit our property;
- Make an enquiry;
- Book our arena;
- Hire our horse float;
- Apply for or use our full care agistment services;
- Use our website;
- Make payments through Square;
- Communicate with us by phone, email, SMS or social media.

We are committed to handling personal information responsibly and in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs) where applicable.

1.2 Policy Aims

Influential Equine Therapy Pty Ltd T/A Beyond the Paddock is committed to ensuring that:

(a) every customer, agistee and visitor is treated respectfully and that their personal information is handled with integrity, confidentiality and professionalism;

(b) personal information collected by Beyond the Paddock is identifiable, accurate, current, securely stored and only accessed by authorised persons for legitimate business purposes;

(c) individuals understand what information is collected, why it is collected, how it is used and when it may be disclosed;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
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(d) personal information is managed in a manner that supports safe business operations while protecting individual privacy;

(e) appropriate systems, procedures and security measures are maintained to protect information from unauthorised access, misuse, loss or disclosure.

1.3 Privacy Principles

In achieving the objectives of this Policy, Beyond the Paddock is committed to ensuring that:

Privacy

(a) consistent systems and business practices are maintained that respect the privacy of every customer, agistee and visitor;

(b) personal information is collected only where reasonably necessary for the operation of our business;

(c) individuals understand what personal information is collected and the reasons for its collection, including circumstances where photographs, CCTV recordings or other visual records may be created for security, safety or business purposes.

Information Management

(a) consent is obtained where required to collect, use, retain or disclose personal information;

(b) individuals are informed of how their information is stored, protected and used, and how they may request access to or correction of their information;

(c) information management systems are maintained that are appropriate to the size and nature of the business and ensure information is recorded accurately and maintained securely;

(d) documents and electronic records are managed using appropriate systems for collection, access, storage, security, retention, retrieval and disposal.

1.4 Scope

This Policy applies to all services provided by Influential Equine Therapy Pty Ltd T/A Beyond the Paddock, including but not limited to:

- Arena Hire;
- Horse Float Hire;
- Full Care Agistment;
- Website enquiries;
- Online bookings;
- Square payment processing;
- Email, SMS and telephone enquiries;

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- Visitors attending the property;
- Contractors engaged by Beyond the Paddock.

This Policy also applies to all directors, employees, contractors and authorised representatives of Beyond the Paddock who collect, access, manage or use personal information in the course of conducting business.

1.5 Related Documentation

This Policy should be read in conjunction with other Beyond the Paddock policies, procedures and business documentation, including where applicable:

- Horse Float Hire Agreement;
- Horse Float Terms & Conditions;
- Arena Hire Agreement;
- Arena Rules;
- Full Care Agistment Agreement;
- Website Terms of Use;
- Cancellation and Refund Policy;
- Incident Reporting Procedure;
- Work Health and Safety policies;
- CCTV Policy (if applicable);
- Record Management Procedures.

2. Definitions

2.1 Definitions

In this Policy:

Agistee means any individual or entity who enters into an agreement with Beyond the Paddock for the provision of Full Care Agistment services.

Arena Hire means the hire or authorised use of Beyond the Paddock's riding arena and associated facilities.

Authorised Representative means a person authorised by a customer to act on their behalf in relation to bookings, agreements or personal information.

Beyond the Paddock means Influential Equine Therapy Pty Ltd T/A Beyond the Paddock ABN 50 651 013 179.

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
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Business Records means all records maintained by Beyond the Paddock relating to customers, bookings, agreements, payments, incidents, inspections, communications and services provided.

Client means any customer, hirer, agistee, visitor or other individual who accesses or uses the services provided by Beyond the Paddock.

Contractor means any individual or business engaged by Beyond the Paddock to provide goods or services.

CCTV means closed-circuit television and associated security recording systems operated by Beyond the Paddock for security, safety and business purposes.

Horse Float Hire means the hire of a horse float owned or operated by Beyond the Paddock under the applicable Horse Float Hire Agreement.

Key Management Personnel means Laura Gould and any other director or person responsible for the management and operation of Beyond the Paddock from time to time.

Personal Information has the meaning given under the Privacy Act 1988 (Cth) and generally means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not and whether recorded in material form or otherwise.

Policy Register means the register of policies, procedures and associated business documents maintained by Beyond the Paddock.

Principal means Laura Gould.

Related Documentation means the policies, procedures, agreements, forms and supporting documentation referred to throughout this Policy.

Sensitive Information has the meaning given under the Privacy Act 1988 (Cth) and includes information requiring a higher level of protection, such as health information, biometric information or other personal information classified as sensitive under Australian privacy legislation.

Square means the online booking and payment platform used by Beyond the Paddock to facilitate bookings and payment processing.

Worker means any employee, contractor, volunteer or other person authorised to perform work or services on behalf of Beyond the Paddock.

3. Policy Statement

3.1 Communication of Privacy and Dignity Policy

To ensure Clients understand this Privacy Policy in a manner that is clear, accessible and appropriate, Beyond the Paddock will:

- (a) communicate respectfully, honestly and professionally in all interactions, including written correspondence, telephone conversations, electronic communications and social media;
- (b) provide information about this Policy using plain language wherever reasonably practicable;
- (c) encourage individuals to ask questions regarding the collection, storage, use or disclosure of their personal information;
- (d) make reasonable efforts to accommodate communication needs where practical;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
Approval Date: July 2026	Next Scheduled Review July 2029

(e) make this Privacy Policy available upon request and publish it on the Beyond the Paddock website where applicable.

3.2 The personal information that Influential Equine Therapy PTY LTD T/A Beyond The Paddock collects

The personal information collected by Beyond the Paddock may include:

- (a) full name;
- (b) residential and postal address;
- (c) telephone number;
- (d) email address;
- (e) emergency contact details;
- (f) driver's licence information where required for horse float hire;
- (g) vehicle registration and towing vehicle details where required for horse float hire;
- (h) horse ownership details, including horse names and relevant management information where required for arena hire or Full Care Agistment;
- (i) veterinary and farrier contact details where relevant to Full Care Agistment services;
- (j) payment and billing information;
- (k) booking history and service records;
- (l) signed agreements, waivers, declarations and condition reports;
- (m) records of communications, including emails, telephone conversations, SMS messages and enquiries;
- (n) CCTV recordings where individuals enter the property;
- (o) photographs of the horse float, equipment or property taken before and after hire or following an incident.

Beyond the Paddock generally does not collect sensitive information unless it is reasonably necessary to provide services, protect the welfare of horses, comply with legal obligations or where the individual has provided their consent.

3.3 Sensitive information and protection of dignity

Beyond the Paddock will only collect sensitive information where it is reasonably necessary for the operation of our business and:

- (a) the individual has provided their consent; or
- (b) Beyond the Paddock is required or authorised by law to collect, use or disclose the information.

Examples of sensitive information that may be collected include:

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
Approval Date: July 2026	Next Scheduled Review July 2029

- emergency contact information;
- information relating to an individual's accessibility requirements where relevant to the services being provided;
- horse health or veterinary information required for Full Care Agistment;
- emergency veterinary treatment authorisations;
- insurance claim information where relevant to an incident.

Beyond the Paddock will only collect sensitive information that is reasonably necessary for the safe delivery of our services.

Beyond the Paddock is committed to treating all customers, agistees and visitors with respect and will take reasonable steps to protect the privacy, dignity and confidentiality of all personal and sensitive information held by the business.

3.4 What if a Client doesn't provide Influential Equine Therapy PTY LTD T/A Beyond The Paddock with their personal information?

The nature of the services provided by Beyond the Paddock means that it may not be possible to provide certain services if required personal information is not provided.

For example, we may be unable to:

- process an arena booking;
- complete a horse float hire;
- enter into a Full Care Agistment Agreement;
- process payments;
- respond to enquiries;
- comply with insurance requirements;
- contact individuals in the event of an emergency.

Where personal information is not provided, Beyond the Paddock will advise the individual if this affects our ability to provide the requested service.

3.5 How Influential Equine Therapy PTY LTD T/A Beyond The Paddock collects personal information

Beyond the Paddock collects personal information in a variety of ways, including:

- (a) through the Beyond the Paddock website;
- (b) through online booking systems, including Square;
- (c) through electronic enquiry forms;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
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- (d) by email;
- (e) by telephone;
- (f) by SMS or other electronic messaging platforms;
- (g) through social media enquiries;
- (h) on printed forms, agreements and waivers;
- (i) during horse float collection and return inspections;
- (j) during Full Care Agistment applications;
- (k) during visits to the property;
- (l) through CCTV operating on the property;
- (m) through photographs taken during horse float inspections or following incidents;
- (n) from insurers, legal representatives or emergency services where reasonably necessary;
- (o) from payment providers for the purpose of processing transactions.

Where practical, Beyond the Paddock will collect personal information directly from the individual concerned.

3.6 Why does Influential Equine Therapy PTY LTD T/A Beyond The Paddock collect personal information?

The primary purposes for which Beyond the Paddock collects, holds, uses and discloses personal information include:

- (a) responding to enquiries regarding our services;
- (b) administering arena hire bookings;
- (c) administering horse float hire bookings;
- (d) administering Full Care Agistment services;
- (e) verifying customer identity where appropriate;
- (f) processing payments and issuing invoices;
- (g) maintaining booking and business records;
- (h) communicating with customers regarding bookings, services and business updates;
- (i) protecting the safety of customers, visitors, horses, workers and property;
- (j) investigating incidents, damage or complaints;
- (k) managing insurance claims;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
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- (l) complying with legal obligations;
- (m) maintaining internal business records;
- (n) improving our services through customer feedback and business analysis;
- (o) protecting the security of our premises through CCTV and related security systems;
- (p) marketing our services where individuals have consented or where otherwise permitted by law;
- (q) any other purpose explained at the time information is collected or otherwise required or authorised by law.

Where practical, Beyond the Paddock will only collect the minimum amount of personal information reasonably necessary for these purposes.

3.7 Can I withdraw or amend my consent to the use of my personal information?

Where consent has been provided for the collection, use or disclosure of personal information, an individual may withdraw or amend that consent at any time by contacting Beyond the Paddock in writing.

Please note that withdrawing consent may affect our ability to provide certain services or fulfil contractual obligations, including arena hire, horse float hire or Full Care Agistment.

Any withdrawal of consent will not affect information that has already been lawfully collected or disclosed before the withdrawal was received.

3.8 What third parties does Influential Equine Therapy PTY LTD T/A Beyond The Paddock disclose personal information to?

Beyond the Paddock will only disclose personal information where reasonably necessary to operate the business, comply with legal obligations or where authorised by the individual.

Personal information may be disclosed to:

- (a) payment processing providers, including Square;
- (b) insurers and insurance brokers;
- (c) legal advisers;
- (d) accountants, auditors and other professional advisers;
- (e) government authorities, regulators or law enforcement agencies where required by law;
- (f) emergency services where necessary to protect life, health or property;
- (g) veterinarians or veterinary hospitals where authorised or required in relation to a horse under our care;
- (h) nominated representatives authorised by the individual;
- (i) information technology providers, cloud storage providers and software providers engaged by Beyond the Paddock;

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(j) marketing and communications service providers engaged by Beyond the Paddock;

(k) contractors providing services on behalf of Beyond the Paddock where access to personal information is reasonably necessary.

Where personal information is disclosed to third-party service providers, Beyond the Paddock will take reasonable steps to ensure those providers handle the information in a manner consistent with applicable privacy laws and their contractual obligations.

3.9 How is personal information stored and used?

(a) Beyond the Paddock holds personal information in a variety of formats, including:

1. electronic databases;
2. cloud-based business management systems;
3. email correspondence;
4. online booking systems;
5. payment processing systems;
6. CCTV recordings;
7. digital photographs;
8. signed agreements and waivers;
9. hard copy files where required.

Paper records may be securely stored on-site in locked cabinets or archived in secure storage where appropriate.

(b) Beyond the Paddock will take reasonable steps to ensure that personal information is:

1. accurate, current and complete;
2. only collected for legitimate business purposes;
3. protected from misuse, interference, unauthorised access, modification or disclosure;
4. retained only for as long as reasonably necessary or as required by law;
5. securely destroyed or permanently de-identified when no longer required.

(c) Workers may only access personal information where it is necessary to perform their authorised duties.

1. When handling personal information, Workers must:
2. verify recipient details before sending emails or documents;
3. securely store paper records when not in use;
4. avoid discussing confidential information in public areas;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
Approval Date: July 2026	Next Scheduled Review July 2029

5. protect electronic devices using passwords and appropriate security measures;
6. take reasonable precautions when transporting confidential information;
7. securely dispose of duplicate or unnecessary records;
8. immediately report any suspected privacy breach.

(d) Personal information must only be shared where permitted under this Policy or otherwise authorised by law.

3.10 How is personal information kept secure?

Beyond the Paddock takes reasonable steps to protect personal information against unauthorised access, misuse, interference, loss or disclosure.

Security measures include, where appropriate:

- (a) password-protected computer systems;
- (b) multi-factor authentication where available;
- (c) secure cloud-based storage systems;
- (d) restricted user access to electronic records;
- (e) locked filing cabinets for hard copy records;
- (f) CCTV monitoring of the property;
- (g) secure destruction of confidential documents;
- (h) regular software updates and antivirus protection;
- (i) limiting access to personal information to authorised Workers who require access to perform their duties.

Beyond the Paddock regularly reviews its information management practices to ensure personal information continues to be managed securely.

3.11 Information retention

Beyond the Paddock retains personal information only for as long as reasonably necessary to:

- provide services;
- comply with legal obligations;
- satisfy insurance requirements;
- resolve disputes;
- enforce agreements;

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
Approval Date: July 2026	Next Scheduled Review July 2029

- maintain accurate business records.

Unless a longer retention period is required by law, business records will be retained in accordance with applicable Australian legislative and regulatory requirements.

Where records are no longer required, they will be securely destroyed or permanently de-identified.

3.12 Information disposal

Before disposing of any records containing personal information, Beyond the Paddock will ensure that applicable legal, contractual and business retention requirements have been satisfied.

When disposing of personal information, Beyond the Paddock will take reasonable steps to ensure the information cannot be reconstructed or accessed by unauthorised persons.

This may include:

- (a) shredding confidential paper documents;
- (b) securely deleting electronic records;
- (c) permanently erasing data from electronic devices before disposal;
- (d) securely disposing of backup media where applicable.

3.13 Privacy incidents

A privacy incident occurs when personal information is lost, accessed, used, disclosed or destroyed without appropriate authorisation.

Examples include, but are not limited to:

- (a) loss or theft of documents containing personal information;
- (b) emails or correspondence sent to the wrong recipient;
- (c) unauthorised access to electronic records;
- (d) accidental disclosure of customer information;
- (e) loss of portable electronic devices containing business information;
- (f) unauthorised access to CCTV recordings or business systems;
- (g) cyber security incidents affecting personal information;
- (h) unauthorised publication of photographs or customer information.

Privacy incidents may arise through accidental actions, human error, equipment failure or deliberate misconduct.

All privacy incidents will be treated seriously and investigated promptly.

3.14 Incident reporting

Approved By: The Board of Influential Equine Therapy PTY LTD T/A Beyond The Paddock Pty Ltd	Version 1
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All Workers have a responsibility to report actual or suspected privacy incidents immediately upon becoming aware of them.

Reports should be made to the Principal or other authorised Key Management Personnel as soon as reasonably practicable.

Upon becoming aware of a privacy incident, Beyond the Paddock will:

- (a) assess the nature and extent of the incident;
- (b) take immediate steps to contain the incident where possible;
- (c) investigate the cause of the incident;
- (d) determine whether affected individuals should be notified;
- (e) determine whether notification to the Office of the Australian Information Commissioner (OAIC) or any other regulatory authority is required under applicable legislation;
- (f) implement corrective actions to minimise the likelihood of future incidents.

Privacy incidents will be documented and retained as part of Beyond the Paddock's business records.

3.15 Access and Correction

Individuals may request access to the personal information held about them by Beyond the Paddock.

Individuals may also request that inaccurate, incomplete or out-of-date information be corrected.

Before providing access to personal information, Beyond the Paddock may require reasonable proof of identity to protect the privacy and security of the information held.

Requests for access or correction should be submitted in writing to Beyond the Paddock.

Where access cannot be provided, Beyond the Paddock will explain the reasons where permitted by law.

3.16 Complaints

If an individual believes that Beyond the Paddock has not handled their personal information in accordance with this Policy or applicable privacy legislation, they may lodge a complaint with the business.

Complaints should be made in writing and include sufficient detail to enable the matter to be investigated.

Beyond the Paddock will:

- (a) acknowledge receipt of the complaint as soon as reasonably practicable;
- (b) investigate the complaint fairly and confidentially;
- (c) respond within a reasonable timeframe;
- (d) take appropriate action where required to resolve the complaint and improve business practices.

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If an individual is not satisfied with the outcome of the complaint, they may refer the matter to the Office of the Australian Information Commissioner (OAIC) or another relevant authority.

4. General

4.1 Relevant Legislation, Regulations, Rules and Guidelines

This Policy should be read in conjunction with all applicable Commonwealth and State legislation, regulations, standards and guidelines relevant to the operation of Beyond the Paddock.

These may include, but are not limited to:

- Privacy Act 1988 (Cth)
- Australian Privacy Principles (APPs)
- Notifiable Data Breaches (NDB) Scheme
- Spam Act 2003 (Cth)
- Electronic Transactions Act 1999 (Cth)
- Corporations Act 2001 (Cth)
- Work Health and Safety legislation applicable within the relevant State or Territory
- Any other legislation applicable to the services provided by Beyond the Paddock.

Beyond the Paddock will monitor changes to relevant legislation and update this Policy where necessary to maintain compliance.

4.2 Inconsistency

If, and to the extent that, any provision of this Policy is inconsistent with any applicable legislation, regulation or lawful requirement, the relevant legislative requirement will prevail to the extent of the inconsistency.

The remainder of this Policy will continue to operate in full force and effect.

4.3 Policy Review

Beyond the Paddock is committed to ensuring this Policy remains current, accurate and reflective of best practice.

This Policy will be reviewed:

- at least every three (3) years;
- following any significant change to the business or services provided;
- following any material changes to applicable legislation;
- following any significant privacy incident or data breach; or

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- whenever otherwise considered necessary by Key Management Personnel.

Recommendations arising from policy reviews will be documented and implemented where appropriate.

4.4 Responsibilities

The Principal, Key Management Personnel and all Workers are responsible for ensuring compliance with this Policy.

This includes ensuring that:

- (a) personal information is collected lawfully and only where reasonably necessary;
- (b) personal information is handled confidentially and respectfully;
- (c) reasonable security measures are maintained;
- (d) privacy incidents are reported promptly;
- (e) records are retained and disposed of in accordance with this Policy and applicable legislation;
- (f) individuals are able to access or correct their personal information in accordance with this Policy.

4.5 Contact Details

Questions, requests or complaints regarding this Privacy Policy or the handling of personal information should be directed to:

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