

Privacy Policy - Intellectually Ai Pty Ltd

Intellectually Ai and its affiliates ("we", "our" and "us") understand that privacy is important to individuals that engage with us and use our products and services, including this website ("you", "your", "visitor" or "user"). We are committed to protecting the privacy of the personal information that we collect, handle, use and disclose in accordance with the *Privacy Act 1988* (Cth), including the Australian Privacy Principles ("APPs").

This Privacy Policy tells you how we protect and use information that we collect from you. You should also read our Terms of Use to understand the general rules about your use of this website, and any additional terms that may apply when you access particular services or materials on certain areas of this website.

What is personal information and how is it collected?

Personal information is information that identifies you, or can be used to reasonably identify you (including in conjunction with information that we already hold), such as your name, mailing address, e-mail address, telephone number, and fax number.

We may collect personal information from you in a variety of ways:

- When you send us an application or other form;
- When you conduct a transaction with us, our affiliates, or others;
- When we collect information about you in support of a transaction, such as credit card information;
- In some places on this website where you have the opportunity to send us personal information about yourself, such as to elect to receive particular information, to purchase access to one of our products or services, or to participate in an activity; and
- If you apply for employment with us.

We will collect most personal information directly from you. However, in some cases we may collect information from third parties, such as our service providers. For example, in some transactions, our third-party service vendors (such as credit card companies, clearing houses and banks) who provide credit, insurance, and escrow services may collect personal information directly from you to assist you with your transaction.

If you do not provide us with your personal information, we may not be able to provide you with our services and products, communicate with you or respond to your enquiries.

Are cookies or other technologies used to collect personal information?

We may use cookies and related technologies, such as web beacons, to collect information on our website. A cookie is a text file that is placed on your device by a web page server. We may use persistent cookies (which remain on your computer even after you close your browser) to store information that speeds up your use of our website for future visits, or session cookies (which no longer remain after you end your browsing session) to manage the display and presentation of information on the website. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you register with us, a cookie helps us to recall your specific information on subsequent visits.

A web beacon is a small graphic image that allows the party that set the web beacon to monitor and collect certain information about the viewer of the web page, web-based document or e-mail message, such as the type of browser requesting the web beacon, the IP address of the computer that the web beacon is sent to and the time the web beacon was viewed. Web beacons can be very small and invisible to the user, but, in general, any electronic image viewed as part of a web page or e-mail, including HTML based content, can act as a web beacon. We may use web beacons to count visitors to the web pages on the web site or to monitor how our users navigate the web site, and we may include web beacons in e-mail messages in order to count how many messages sent were actually opened, acted upon or forwarded.

Third party vendors may also use cookies on our website. For instance, we may contract with third parties who will use cookies on our website to track and analyse anonymous usage and volume statistical information from our visitors and members. Such information is shared externally only on an anonymous, aggregated basis. These third parties use persistent cookies to help us to improve the visitor experience, to manage our site content, and to track visitor behaviour. We may also contract with a third party to send emails to users.

Third party cookies are also used to help measure and improve the effectiveness of our email communications. All data collected via these cookies is used solely by us and is shared externally only on an anonymous, aggregated basis.

From time to time, we may allow third parties to post advertisements on our website, and those third-party advertisements may include a cookie or web beacon served by the third party. This Privacy Policy does not cover the use of information collected from you by third parties. We do not control cookies in such third party ads, and you should check the privacy policies of those advertisers and/or ad services to learn about their use of cookies and other technology before linking to an ad.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies if you prefer. If you decline cookies, you may be unable to experience the full functionality of the intellectuallyai.com websites you visit.

How do we use personal information?

We may use personal information for any purpose which is permitted under applicable privacy laws, including:

- to provide you with access to this website or other products or services;
- to respond to your requests and communicate with you;
- to bill you for products and services you have purchased;
- to provide ongoing customer service and support to you;
- to contact you with information that might be of interest to you, including information about products and services of ours and our affiliates;
- to ask for your opinion about our products or the products of others;
- for record-keeping and analytical purposes;
- for research, develop and improve programs, products, services and content;
- to protect our rights or property, or someone's health, safety or welfare; and
- to comply with a law or regulation, court order or other legal process.

Personal information collected online may also be combined with information you provide to us (or which we obtain about you) through other sources.

We may use automation or artificial intelligence ("AI") to improve the efficiency of our services, including to enhance our services. We have human oversight of the AI in our compliance and

decision-making processes, meaning that while AI technology may be used to assist our services, final decisions or actions are made by a human.

Do we share personal information with others?

In the ordinary course of business, we may share some personal information with our affiliates, and with third-party service providers that we hire to perform services or functions on our behalf, including our carriers, hosting and other IT service providers.

We will take reasonable steps to ensure that such third parties are not able to keep, disclose or use your information, except for the purpose of providing the services we asked them to provide.

We may also disclose your personal information to recipients outside of Australia which, depending on your circumstances, may be located in the United States, the United Kingdom and Asia. In such cases, we will take reasonable steps to ensure that overseas recipients of your personal information do not breach the APPs.

We may disclose your personal information if the ownership of some or all of our business changes, such as in conjunction with a corporate sale, merger, dissolution, or acquisition.

If you submit a review for a third party (person or business) using our Facebook Fan Review Application, during the submission process we ask your permission to gather your basic information (such as name and email address) which we then share with the third party for whom you are submitting the review.

We may otherwise be legally compelled to disclose your personal information in response to a court order, subpoena, search warrant, or where we are otherwise permitted to under any law or regulation.

How is personal information used for direct marketing?

We may contact you periodically by email, mail or telephone to provide information regarding programs, products, services and content that may be of interest to you, but we will not do so if you tell us not to. These programs, products and services may be offered by us or our affiliates. Where you receive electronic marketing communications from us, you may opt out of receiving further marketing communications by following the opt out instructions provided in the communication.

How is personal information secured?

We store most information about you in computer systems and databases operated by either us or our external service providers. Some information about you is recorded in paper files that we store securely.

We have implemented generally accepted standards of technology and operational security in order to protect your personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. We take reasonable steps to ensure that only authorised personnel and third-party vendors have access to your personal information, and these employees and vendors are required to treat this information as confidential. Despite these precautions, we cannot guarantee that unauthorised persons will not obtain access to your personal information.

We will also take reasonable steps to destroy or deidentify your personal information once we no longer require it for the purposes for which it was collected, or for any other purpose for which we can lawfully use that information, and subject to any legal obligations we may have to retain data for specific periods of time.

Links

This website may contain links to third-party sites that are not owned nor operated by us. We are not responsible for the privacy practices or the content of such websites.

Public Discussions

This website may provide public discussions on various business valuation topics. Please note that any information you post in these discussions is public, so please do not post sensitive information in the public discussions. We are not responsible for any action or policies of any third parties who collect information that users disclose in any such forums on the website. We do not agree or disagree with anything posted on the discussion board.

How can a user access or correct their personal information?

You may request to access or correct any personal information that we hold, including the information you submit to the website, by contacting us using the details set out below. There are some circumstances in which we are not required to give you access to or correct your personal information.

There is no charge for requesting access to your personal information but we may require you to meet our reasonable costs in providing you with access (such as photocopying costs or costs for time spent on collating large amounts of material).

Complaints

If you have a complaint about the way in which we have handled any privacy issue, including your request for access or correction of your personal information, you should contact us. Our contact details are set out below.

We will consider your complaint and determine whether it requires further investigation. We will notify you of the outcome of this investigation and any subsequent internal investigation.

You may also approach an independent advisor or contact the Office of the Australia Information Commissioner ("OAIC") at its website (www.oaic.gov.au) for guidance on alternative courses of action which may be available.

Children's privacy

We will not intentionally collect any personal information (such as a child's name or email address) from children under the age of 15. If you think that we have collected personal information from a child under the age of 15, please contact us.

Changes

We reserve the right to modify this statement at any time. Any updated Privacy Policy will be posted at this link, and if such changes are material a notice will be included on the homepage of our website for a period of time. You may obtain a copy of our current policy from our website or by contacting us at the contact details below. This Privacy Policy was last reviewed on [4 November 2025].

CONTACT DETAILS

If you have any questions, comments or concerns about privacy, please contact us at: support@intellectuallyai.com.