

# PRIVACY POLICY

## Digital Products & E-Commerce Store

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| Issued by:      | Delivering Outcomes Group                           |
| Effective date: | 11 June 2026                                        |
| Applies to:     | dohub.com.au and all associated digital storefronts |
| Jurisdiction:   | Western Australia, Australia                        |

Delivering Outcomes Group and its registered trading names and other businesses ("DO Group", "DO Safety", "Australian Safety Corporation", "ASC", "we", "us", "our") are committed to protecting the privacy of our customers and website visitors. This Privacy Policy explains how we collect, use, store, disclose and protect your personal information in connection with our e-commerce store and digital product offerings, including online training courses, e-books and other digital services.

This Privacy Policy is issued in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). By accessing our website or purchasing our products, you consent to the practices described in this policy.

### 1. INFORMATION WE COLLECT

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- 1.1. We may collect the following categories of personal information:
- 1.2. Identity & Contact Information: name, email address, phone number and billing address, collected when you create an account, complete a purchase or contact us.
- 1.3. Payment Information: credit or debit card details and billing information. Payment transactions are processed by third-party payment gateways (e.g. Stripe, PayPal). DO Group does not store full card numbers on its systems.
- 1.4. Account Information: username, password (encrypted) and purchase history, if you create a customer account.
- 1.5. Usage & Technical Data: IP address, browser type, device identifiers, pages visited and referring URLs, collected automatically via cookies and analytics tools when you use our website.
- 1.6. Communications: records of correspondence, support requests and feedback you provide to us.

### 2. HOW WE COLLECT INFORMATION

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- 2.1. We collect personal information:
  - directly from you when you make a purchase, register an account, subscribe to our mailing list, or contact us;
  - automatically through cookies, web analytics tools (e.g. Google Analytics) and similar tracking technologies when you browse our website; and
  - from third-party payment processors and course delivery platforms in connection with completed transactions.

### 3. WHY WE COLLECT AND USE YOUR INFORMATION

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3.1. We collect and use personal information for the following purposes:

- (a) to process and fulfil your orders and deliver purchased digital products;
- (b) to create and manage your customer account;
- (c) to process payments and issue tax invoices and receipts;
- (d) to communicate with you regarding your order, account or support requests;
- (e) to send marketing communications, newsletters or product updates, where you have opted in or where permitted by law;
- (f) to improve our website, products and services through analytics and feedback;
- (g) to comply with our legal and regulatory obligations; and
- (h) to detect, prevent and respond to fraud, security incidents or misuse of our platform.

## **4. DISCLOSURE OF PERSONAL INFORMATION**

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4.1. We may share your personal information with:

- (a) Payment Processors: third-party payment gateways (e.g. Stripe, PayPal) to process your transactions securely. These providers operate under their own privacy policies.
- (b) Course & Platform Providers: third-party platforms used to host and deliver digital courses or downloadable products (e.g. course management systems, cloud storage providers). These providers are contractually required to protect your information.
- (c) Email & Marketing Services: email service providers used to send transactional and marketing communications, where you have consented.
- (d) Analytics Providers: analytics tools (e.g. Google Analytics) that help us understand website usage. These tools may collect anonymised or pseudonymised data.
- (e) Legal & Regulatory Bodies: where required or authorised by law, including to comply with a court order, subpoena or regulatory requirement.
- (f) Business Transfers: in the event of a merger, acquisition or sale of all or part of our business, personal information may be transferred as part of that transaction.

4.2. We do not sell, rent or trade your personal information to third parties for their own marketing purposes.

## **5. COOKIES AND TRACKING TECHNOLOGIES**

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5.1. Our website uses cookies and similar technologies to enhance your browsing experience, remember your preferences, analyse traffic and support marketing activities.

5.2. Types of cookies we may use include:

- (i) Essential cookies: required for the website to function (e.g. shopping cart, session management);
- (j) Analytics cookies: to understand how visitors interact with our site (e.g. Google Analytics); and
- (k) Marketing cookies: to deliver relevant advertising and track campaign effectiveness.

- 5.3. You may disable cookies through your browser settings. Note that disabling certain cookies may affect the functionality of our website and your ability to complete purchases.

## **6. DATA STORAGE AND SECURITY**

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- 6.1. Your personal information is stored securely on servers located in Australia or in jurisdictions with comparable privacy protections. Where data is stored or processed overseas, we take steps to ensure it is handled in accordance with the APPs.
- 6.2. We implement reasonable technical and organisational security measures to protect your information against unauthorised access, disclosure, alteration or destruction, including encrypted transmission (SSL/TLS) and access controls.
- 6.3. No method of data transmission over the internet or electronic storage is completely secure. While we take reasonable precautions, we cannot guarantee absolute security.
- 6.4. We retain personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law. When no longer required, information is securely deleted or de-identified.

## **7. YOUR RIGHTS AND ACCESSING YOUR INFORMATION**

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- 7.1. Under the Australian Privacy Principles, you have the right to:
- access the personal information we hold about you;
  - request correction of inaccurate, incomplete or out-of-date information;
  - opt out of direct marketing communications at any time (via the unsubscribe link in our emails or by contacting us); and
  - make a complaint if you believe your privacy rights have been breached.
- 7.2. To exercise any of these rights, please contact us using the details in clause 9. We will respond within a reasonable time and no later than 30 days.

## **8. THIRD-PARTY LINKS**

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- 8.1. Our website may contain links to third-party websites or platforms. This Privacy Policy applies only to DO Group's own website and services. We are not responsible for the privacy practices of third-party sites and encourage you to review their policies before providing personal information.

## **9. CONTACT AND COMPLAINTS**

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- 9.1. For any privacy enquiries, access requests or complaints, please contact us at:

**Delivering Outcomes Group**

Email: [info@dohub.com.au](mailto:info@dohub.com.au)

Website: [dohub.com.au](http://dohub.com.au)

- 9.2. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at [www.oaic.gov.au](http://www.oaic.gov.au).

## **10. CHANGES TO THIS POLICY**

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- 10.1. We may update this Privacy Policy from time to time to reflect changes in our practices, technology or legal requirements. The updated policy will be posted on our website with a revised effective date. Continued use of our website or products following any update constitutes acceptance of the revised policy.