MAKO WATERSPORTS

Privacy Policy

Last updated: 4 November 2026

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1. Introduction MAKO Watersports Pty Ltd (referred to as “MAKO”, “we”, “us” or “our”) respects your privacy and is committed to protecting the personal information of our customers, website visitors and other individuals we interact with.

This Privacy Policy explains how we collect, hold, use and disclose personal information when you visit our website, make a booking, participate in one of our experiences or communicate with us.

We handle personal information in accordance with applicable Australian privacy laws, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles, where applicable.

2. Information We Collect Depending on your interaction with MAKO, we may collect the following information:

Personal and contact information • Full name • Email address • Phone number • Residential or postal address, where required • Emergency contact details

Booking and transaction information • Booking dates and times • Experience or activity selected • Number of participants • Booking history and preferences • Payment and transaction information

Safety and participation information • Relevant medical or health information disclosed through our customer waiver • Information about medical conditions, injuries or other circumstances that may affect safe participation • Safety acknowledgements and waiver responses • Incident or accident information, where applicable

Technical and website information • IP address • Browser and device information • Website usage and interaction data • Cookies and analytics information

We only seek to collect information that is reasonably necessary for our business activities, including providing bookings and experiences safely.

3. How We Collect Information We may collect personal information directly from you when you:

• Make a booking through our booking platform, **RentalTide** • Complete a customer waiver or safety declaration before your booked session • Contact us by email, phone, website or social media • Subscribe to marketing communications • Visit or interact with our website

Customers are required to complete the relevant waiver before participating in a booked session. This may include ticking applicable health or medical information boxes and providing information relevant to their ability to participate safely.

We may also collect certain technical information automatically when you visit our website through cookies and analytics tools.

4. How We Use Your Information We may use your personal information to:

• Process and manage bookings • Communicate booking confirmations, reminders and updates • Provide our jet ski, kayak, paddleboard and other watersports experiences • Confirm participant eligibility and assess relevant safety considerations • Respond to emergencies, incidents or accidents • Process payments and manage refunds or booking changes • Respond to enquiries and customer feedback • Improve our website, services and customer experience • Send marketing communications where you have provided consent or where otherwise permitted by law • Meet legal, regulatory and insurance obligations

Health information is used only where reasonably necessary for relevant safety, participation, emergency response or legal purposes.

5. Booking Platform and Payment Processing MAKO uses RentalTide as its booking platform.

Booking information and customer data are hosted and held within the **RentalTide** booking platform. This information is used to manage reservations, customer details, communications and the delivery of our services.

MAKO uses **Stripe** as its payment processor. Payments made through our booking process are handled by **Stripe**. Payment information may be collected and processed by **Stripe** in accordance with its own privacy and security practices.

We do not intentionally collect or store full payment card details ourselves. You can review **Stripe**'s privacy information through its website.

6. Disclosure of Personal Information We may disclose personal information to third parties where reasonably necessary to operate our business and provide our services.

These parties may include: • **RentalTide**, our booking platform • **Stripe**, our payment processor • Google, in connection with website analytics • Website hosting and technical service providers • Email, SMS and marketing service providers • Insurance providers, professional advisers and legal representatives • Emergency services or relevant authorities where required

We do not sell customers' personal information to third parties.

7. Overseas Disclosure and Storage MAKO uses RentalTide as its booking and customer management platform. RentalTide's published data-processing disclosures identify Canada (Ottawa, Ontario) as its primary data-processing location, with additional processing and storage infrastructure in the United States and backup data centres in Canada.

RentalTide also states that certain identity images associated with Australian rental locations, including relevant licence and waiver images, are stored in Amazon Web Services' Sydney, Australia region.

As a result, personal information collected by MAKO through **RentalTide** may be stored or processed in Australia, Canada or the United States, depending on the type of information and the services involved.

MAKO also uses **Stripe** for payment processing and **Google Analytics** for website analytics. These providers may independently process information in overseas locations in accordance with their own privacy policies.

MAKO takes reasonable steps to ensure that third-party service providers handle personal information appropriately and that any overseas disclosure is managed in accordance with applicable Australian privacy requirements.

8. Website Analytics, Cookies and Advertising Our website uses Google Analytics to understand how visitors interact with our website and to help us improve its performance and user experience.

Google Analytics may collect information such as: • Pages visited • Time spent on our website • General website navigation and interaction • Browser and device information • Approximate geographic information • Referral sources

MAKO's website also uses cookies to help keep track of items you put into your shopping cart, including when you have abandoned your cart. This information may be used to determine when to send cart reminder messages by text message (SMS).

Our website may also use cookies or similar technologies to support website functionality, understand visitor behaviour and improve our marketing.

You can manage or disable cookies through your browser settings. Some website features may not function as intended if cookies are disabled.

Google handles information collected through its services in accordance with its own privacy policies.

9. Marketing Communications MAKO may use your contact information to send you updates, promotions, special offers, news and information about our experiences.

Marketing communications may be sent through: • Email • SMS • Social media advertising

Where permitted by law, MAKO may use information about items left in your online shopping cart to determine whether to send you a cart reminder by SMS. Any such message will be sent in accordance with applicable consent, sender-identification and unsubscribe requirements.

We will only send direct marketing communications where we have the required consent or another lawful basis to do so.

You can opt out of marketing communications at any time by using the unsubscribe facility provided in the communication or by contacting us directly at info@makowatersports.com.au.

Even if you opt out of marketing, we may still contact you about existing bookings, transactions, safety matters or other important service-related information.

10. Photography and Video MAKO may capture photographs or video footage during experiences and events for business, promotional and social media purposes.

Customer photographs or video footage will only be used for promotional or marketing purposes where the relevant customer has provided specific permission.

Permission may be withdrawn by contacting us at info@makowatersports.com.au. Withdrawal will apply to future use, although it may not be possible to remove content already published or distributed.

11. Security of Personal Information MAKO takes reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure.

These measures include using third-party platforms and service providers to manage bookings, payments and website operations.

However, no method of electronic storage or transmission is completely secure. While we take reasonable precautions, we cannot guarantee the absolute security of information transmitted or stored electronically.

12. Retention of Information We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including: • Managing bookings and customer relationships • Maintaining business and transaction records • Meeting legal, accounting, insurance and regulatory requirements • Managing safety incidents or claims • Resolving disputes

When information is no longer required, we will take reasonable steps to securely destroy or de-identify it, subject to any legal retention requirements.

13. Access and Correction You may request access to personal information MAKO holds about you or ask us to correct information that is inaccurate, incomplete or out of date.

To make a request, contact us using the details in Section 17.

We will respond within a reasonable period and may need to verify your identity before providing access or making changes.

14. Privacy Complaints If you believe MAKO has mishandled your personal information or breached applicable privacy requirements, you may submit a complaint using the contact details below.

We will review your complaint and take reasonable steps to investigate and respond.

If you are not satisfied with our response, you may be able to lodge a complaint with the Office of the Australian Information Commissioner (OAIC).

Website: https://www.oaic.gov.au

15. Children's Privacy Our services are subject to applicable age, supervision and participation requirements.

Where personal information relating to a person under 18 is collected, we may require consent or involvement from a parent or legal guardian, in accordance with applicable requirements and our booking and safety procedures.

16. Changes to This Policy MAKO may update this Privacy Policy from time to time to reflect changes to our business practices, technology, services or legal obligations.

The most recent version will be published on our website, with the updated date shown at the beginning of the policy.

17. Contact Us For questions, requests or complaints relating to this Privacy Policy or the handling of your personal information, please contact:

MAKO Watersports Pty Ltd Registered business address: 33 Ocean Falls Blvd Mindarie WA 6030

Australia

Email: info@makowatersports.com.au **Website:** www.makowatersports.com.au