



Privacy Policy

1. Introduction

- 1.1. **whatsuburb** was created to help Australians better understand residential property. Owned and operated by Wonderment BI Pty Ltd ("us", "we", "our", or "whatsuburb"), we hope that by using whatsuburb.com.au (the "Website") you will be better informed and more likely to make improved property decisions.
- 1.2. whatsuburb is committed to respecting your privacy and we understand how important it is to protect an individual's personal data and apply high ethical and regulatory standards to the processing of such data.
- 1.3. This Privacy Policy ("Privacy Policy") explains the policies and practices that whatsuburb has developed to safeguard personal data and to comply with applicable data protection laws.
- 1.4. The Privacy Policy applies to the processing of data carried out by whatsuburb or any of its subsidiaries.
- 1.5. We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.
- 1.6. By using the Website, products, services, or otherwise by interacting with Us, you agree to the terms of this Privacy Policy.
- 1.7. Please do not engage in any of these activities if you do not agree with the terms of this Privacy Policy.
- 1.8. We may modify this Privacy Policy at any time. You should review this Privacy Policy periodically so that you are updated on any changes.
- 1.9. Your privacy is important to us. The purpose of this Privacy Policy is to inform you about the information We may gather about you, how We may use that information, whether We disclose it to anyone, and the choices you have regarding Our use of the information we collect.

2. Information we collect

- 2.1. We will not collect personal information however We will collect and use anonymised and aggregated data for purposes that include research, data analysis, creating marketing and



promotion models, improving the service of the Website and social media platforms, and developing new features and functionality within whatsuburb services.

- 2.2. We collect some information about you automatically when you visit the Website or use Our services, like your IP address and device type. We also collect information when you navigate through Our Website and services, including what pages you looked at and what links you clicked on. This information is useful for Us as it helps Us gain a better understanding of how you are using our Website and services so that We can continue to provide the best experience possible.
- 2.3. Some of this information is collected using cookies and similar tracking technologies. If you want to find out more about the types of cookies We use, why, and how you can control them, please take a look at our cookie notice.
- 2.4. The data and analytics are sourced from the CoreLogic property database which is the most comprehensive and up to date in Australia. This allows us to provide an incredibly rich user experience. However, whatsuburb is not intended to be the only resource for property decision making. We strongly recommend anyone seeking to buy, sell or rent residential property always seek appropriate professional advice.

3. Collection and use of information

- 3.1. We may collect, hold and disclose anonymised and aggregated information for the following purposes and will not be further processed in a manner that is incompatible with these purposes:
 - 3.1.1. Develop Our products and services;
 - 3.1.2. Conducting research about Our products and services;
 - 3.1.3. Performing administrative and operational tasks (including risk management, systems development and testing and market research);
 - 3.1.4. For analytics, market research and business development, including to operate and improve the Website, associated applications and associated social media platforms;
 - 3.1.5. For advertising and marketing, including to improve Our service and provide services and information about third parties that We consider may be of interest to you; and
 - 3.1.6. To comply with Our legal obligations and resolve any disputes that we may have.



4. Disclosure of information to third parties

4.1. We may disclose anonymised and aggregated information to:

4.1.1. Third party service providers for the purpose of enabling them to provide their services, including (without limitation) real estate agents or agencies, property developers, builders, retirement community operators, IT service providers, data storage, hosting and server providers, ad networks, analytics, error loggers, maintenance or problem-solving providers, marketing or advertising providers, professional advisors and payment systems operators;

4.1.2. Our employees, contractors and/or related entities;

4.1.3. Courts, tribunals, regulatory authorities and law enforcement officers where We are otherwise authorised or required by law to do so; and

4.1.4. Third parties to collect and process data.

5. Security of Information

5.1. All data is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

6. How to contact us

6.1. If you have any questions or comments about this Privacy Notice, or about the manner in which data has been collected or handled by whatsuburb, please contact Us as follows:

legal@wondermentbi.com

You also may write to:

12 Alban Street, Lidcombe NSW 2141

7. Policy Updates

7.1. This Privacy Policy may change from time to time and is available on the Website. You should review our Privacy Policy and Terms and Conditions periodically so that you are updated on any changes



Cookies and Other Technology Policy

8. Cookies

- 8.1. We use "cookies" to collect information about you and your activity across the Website. A cookie is a small piece of data that the Website stores on your computer, and accesses each time you visit, so We can understand how you use Our site. This helps us serve you content based on preferences you have specified.
- 8.2. We use cookies to direct users to the relevant sections on the Website, make sure the Website has a consistent look across different browsers and devices, enable complex areas of the Website to function; and track aggregated statistics about visits to the Website to help us improve Website performance.
- 8.3. Types of cookies and how we use them:
 - 8.3.1. Performance cookies: used in the tracking of how you use a website during your visit, without collecting personal information about you. Typically, this information is anonymous and aggregated with information tracked across all site users, to help companies understand visitor usage patterns, identify and diagnose problems or errors their users may encounter, and make better strategic decisions in improving their audience's overall website experience.
 - 8.3.2. Functionality cookies: used in collecting information about your device and any settings you may configure on the website you're visiting (like language and time zone settings). With this information, websites can provide you with customised, enhanced or optimised content and services.
 - 8.3.3. Targeting/advertising cookies: used in determining what promotional content is more relevant and appropriate to you and your interests. Websites may use them to deliver targeted advertising or to limit the number of times you see an advertisement. This helps companies improve the effectiveness of their campaigns and the quality of content presented to you.

9. Analytics

- 9.1. We and our service providers may use analytics to collect information about your use of the Website to help create reports and statistics on the performance and to present you with content tailored to your interests. Analytics collect information such as your IP address, type of device, operating system, referring URLs, country information, date and time of page visits, and which pages you visit the most. The information allows us to count our



audience size, see the overall patterns of usage, help us record any difficulties and show us whether our advertising is effective or not.

9.2. We use Google Analytics to evaluate your use of whatsuburb services, to compile reports on the Website activity and to provide other services related to Website usage. Tracking code does not collect personally identifiable information, but establishes anonymous identification in order to differentiate new visitors from returning ones, along with other information.

9.3. Data and analytics are sourced from the CoreLogic property database which is the most comprehensive and up to date in Australia. Please note the following disclaimer notice:

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9.4. The listings on the Website are powered by Domain.com.au. Please note that these may not be all of the properties available for sale or rent in the search area.

9.5. whatsuburb is to be used as a research guide only. We will not be responsible for any issues that arise from property transactions due to information provided on the Website.

9.6. All data within whatsuburb is updated periodically on a quarterly basis as a minimum. Please use the Website and data in the tool as a guide only.

9.7. The information which you calculate from the financial calculator is intended for use by you as a guide only, it is not an offer and has no legal effect on any contracts entered into by you. This simulation and the resulting calculations do not constitute a loan application or offer. The results from the calculator should be used as an indication only. Results do not represent either quotes or pre-qualifications for a loan. It is advised that you consult your financial advisor before taking out a loan.



10. How to opt out of cookies

- 10.1. If you do not wish to accept cookies from Us, you should instruct your browser to refuse cookies from www.whatsuburb.com.au, with the understanding that We may be unable to provide you with some of your desired content and services.