

# Privacy Policy

Sydney Charter Bus Pty Ltd | ABN: 44 134 888 912 | [www.sydneycharterbus.com.au](http://www.sydneycharterbus.com.au)

Last Updated: 1st May 2026 | This Privacy Policy has been updated to reflect the **Privacy and Other Legislation Amendment Act 2024 (Cth)**, which received Royal Assent on 10 December 2024 and progressively amends the **Privacy Act 1988 (Cth)** through 2026. Sydney Charter Bus Pty Ltd is committed to full compliance with the Australian Privacy Principles and all current privacy legislation.

Entity	Sydney Charter Bus Pty Ltd (ABN 44 134 888 912), trading as Sydney Charter Bus Australia ("we", "us", "our")
Primary legislation	Privacy Act 1988 (Cth) as amended by the Privacy and Other Legislation Amendment Act 2024 (Cth)   13 Australian Privacy Principles (APPs)   Privacy Regulations 2025
Regulator	Office of the Australian Information Commissioner (OAIC) — <a href="http://www.oaic.gov.au">www.oaic.gov.au</a>
Applies to	All personal information collected in connection with our bus hire, coach charter, airport transfer, shuttle and related passenger transport services

Sydney Charter Bus Pty Ltd collects, holds, uses and discloses personal information in strict accordance with the *Privacy Act 1988 (Cth)*, the 13 Australian Privacy Principles (APPs), and the *Privacy Regulations 2025*. The *Privacy and Other Legislation Amendment Act 2024 (Cth)* introduced a statutory tort for serious invasions of privacy (in effect from mid-2025), increased OAIC civil penalty powers, and new automated decision-making transparency obligations commencing 10 December 2026. This Policy reflects those amendments.

## 1. What Personal Information We Collect

In accordance with **APP 3**, we collect only the personal information reasonably necessary for our functions and activities.

### 1.1 Identification & Contact Information

Full name	Email address
Phone number (including mobile)	Residential or business address

### 1.2 Booking & Service Information

Travel dates, times and destination details	Group size and total passenger numbers
Service type (minibus, coach, shuttle, airport transfer)	Billing and payment information
Pickup and drop-off locations	Special requirements (accessibility, luggage, school services)

### 1.3 Website & Digital Information

When you visit [www.sydneycharterbus.com.au](http://www.sydneycharterbus.com.au), we may automatically collect:

IP address and device type	Browser type and operating system
Pages visited and time on site	Referring website or search terms
Cookies and analytics data	Website performance and usage metrics

### 1.4 Sensitive Information

**We do not ordinarily collect sensitive information** as defined under APP 3.3 of the *Privacy Act 1988 (Cth)*. Where sensitive information — such as health information relevant to accessibility requirements — is necessary for a specific lawful purpose, we will only collect it with your **express consent** or as otherwise permitted or required by law. Sensitive information will never be used or disclosed for any purpose beyond that for which it was collected.

## 2. How We Collect Personal Information

In accordance with **APP 3.5**, we collect personal information by lawful and fair means through the following channels:

- ✓ Online booking and enquiry forms at [www.sydneycharterbus.com.au](http://www.sydneycharterbus.com.au)
- ✓ Email enquiries sent to [info@sydneycharterbus.com.au](mailto:info@sydneycharterbus.com.au) or [sydneycharterbus@gmail.com](mailto:sydneycharterbus@gmail.com)
- ✓ Telephone enquiries and bookings via 1300 468 199 or 0413 182 999
- ✓ Direct written communications with our team
- ✓ Third-party booking partners, travel agencies or corporate procurement platforms (where applicable)
- ✓ Website analytics tools including Google Analytics and similar platforms (see Section 7)

Where reasonable and practicable, we collect personal information directly from you. In certain circumstances, personal information may be received from an authorised third party — for example, a school administrator, corporate travel manager, or event organiser making a booking on your behalf. In all such cases, we will only use the information for the purpose for which it was collected.

## 3. Why We Collect, Hold & Use Personal Information

In accordance with **APP 6**, we use personal information only for the primary purpose for which it was collected, a directly related secondary purpose, or a purpose to which you have consented. Our lawful purposes include:

- ✓ To provide bus hire, coach charter, minibus hire, airport transfers, shuttle services and all related passenger transport services
- ✓ To confirm bookings, process payments, issue tax invoices and provide booking documentation
- ✓ To communicate with clients regarding bookings, schedule changes, service updates and operational matters
- ✓ To respond to enquiries and provide customer support
- ✓ To comply with legal and regulatory obligations including Transport for NSW accreditation requirements and NSW transport legislation
- ✓ For internal business operations including financial reporting, service optimisation and operational analytics
- ✓ For direct marketing of our services — only where expressly permitted under **APP 7** and applicable law (see Section 6)

## 4. Disclosure of Personal Information (APP 6)

In accordance with **APP 6**, we disclose personal information only where necessary for the delivery of our services or as required by law. Recipients include:

- ✓ Our employees, drivers and authorised operational contractors
- ✓ Payment processors, financial institutions and banking service providers
- ✓ IT service providers, website hosting platforms and analytics systems
- ✓ Regulatory bodies, law enforcement agencies and government authorities — where legally required
- ✓ Subcontracted transport operators engaged in the delivery of booked services

- ✓ Professional advisers — including accountants, auditors and legal representatives

**We do not sell, rent, trade or otherwise transfer personal information to third parties for commercial gain.** Disclosure occurs only where necessary for the delivery of our services or as required by law.

## 5. International Data Transfers (APP 8)

- 5.1 We store personal information in Australia. Certain cloud-based service providers may store or process data on servers located overseas. In compliance with **APP 8**, where cross-border disclosure occurs we take reasonable steps to ensure overseas recipients comply with privacy standards at least equivalent to the Australian Privacy Principles.
- 5.2 We will not disclose personal information to an overseas recipient unless a lawful basis exists under APP 8. Where data is processed by a third-party platform with servers outside Australia, we take contractual and technical steps to maintain APP-equivalent standards.

## 6. Direct Marketing (APP 7)

- 6.1 We may use your contact information to send direct marketing communications related to our services — including announcements, special offers and operational updates — where permitted under **APP 7** of the *Privacy Act 1988* (Cth) and applicable law.
- 6.2 You may opt out of marketing communications at any time, at no cost, by selecting the "unsubscribe" option in any email communication, or by contacting us at [info@sydneycharterbus.com.au](mailto:info@sydneycharterbus.com.au). We will process your opt-out request promptly and without delay.
- 6.3 We do not disclose personal information to third parties for use in their own direct marketing programs without your express consent.

## 7. Cookies & Website Tracking (APP 1.4)

- 7.1 Our website may use cookies and similar tracking technologies to enhance user experience and collect analytics. Cookies may track traffic patterns, user preferences and website performance. We disclose this data collection practice in compliance with **APP 1.4**, which requires our Privacy Policy to identify the categories of information collected.
- 7.2 You may manage or disable cookies via your browser settings. Disabling cookies may affect the functionality or usability of certain features of this website.
- 7.3 Where analytics data is processed by third-party platforms (such as Google Analytics), such processing occurs in accordance with the privacy policies of those providers. We do not use analytics data to identify individuals without a lawful basis.

## 8. Data Security (APP 11)

- 8.1 In accordance with **APP 11**, we take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification, and disclosure. Security measures include encryption of sensitive data, access controls, secure servers, and regular system monitoring.
- 8.2 Where personal information is no longer required, we will take reasonable steps to destroy or permanently de-identify that information — unless retention is required by law or a legitimate business record-keeping obligation.

- 8.3 Notifiable Data Breaches (NDB) Scheme:** In the event of an eligible data breach — defined as unauthorised access, disclosure or loss of personal information likely to result in serious harm — we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required under the *Privacy Act 1988* (Cth) Notifiable Data Breaches Scheme. Notification will be made as soon as practicable after we become aware of an eligible breach.

## 9. Access to & Correction of Personal Information (APPs 12 & 13)

- 9.1** Under **APP 12**, you have the right to request access to personal information Sydney Charter Bus Pty Ltd holds about you. Under **APP 13**, you have the right to request correction of personal information that is inaccurate, out of date, incomplete, irrelevant or misleading. These rights are enforceable under the *Privacy Act 1988* (Cth).
- 9.2** To make an access or correction request, please contact us using the details in Section 13 of this Policy. We will respond within a reasonable timeframe and in full compliance with the *Privacy Act 1988* (Cth). We do not charge a fee for processing access or correction requests.
- 9.3** We may refuse access or decline to make a correction in limited circumstances permitted by law. Where we refuse a request, we will notify you in writing of the reason and inform you of your right to complain to the Office of the Australian Information Commissioner.

## 10. 2026 Legislative Update — Automated Decision-Making (APP 1.7)

- 10.1** Under **new APP 1.7**, introduced by the *Privacy and Other Legislation Amendment Act 2024* (Cth), APP entities are required to disclose meaningful information about any substantially automated decision-making that significantly affects an individual. These obligations take effect on **10 December 2026**.
- 10.2** Sydney Charter Bus Pty Ltd does not currently use substantially automated systems to make decisions that significantly affect individuals. Our pricing, booking acceptance and service allocation decisions involve human review. Where this practice changes, we will update this Privacy Policy in advance of the 10 December 2026 commencement date.

## 11. Privacy Complaints

- 11.1** If you have a concern or complaint regarding the manner in which Sydney Charter Bus Pty Ltd has handled your personal information, please contact us in writing at [info@sydneycharterbus.com.au](mailto:info@sydneycharterbus.com.au) in the first instance. We take all privacy complaints seriously and will investigate promptly, aiming to resolve your complaint within **30 days** of receipt.
- 11.2** If you are not satisfied with our response, or if we have not responded within 30 days, you may lodge a complaint directly with the **Office of the Australian Information Commissioner (OAIC)** at [www.oaic.gov.au](http://www.oaic.gov.au) or by calling 1300 363 992. Under the *Privacy and Other Legislation Amendment Act 2024* (Cth), the OAIC may seek substantially increased civil penalties for serious contraventions of the *Privacy Act*.
- 11.3** Individuals who believe they have been the subject of a **serious invasion of privacy** may also have a right of action under the statutory tort for serious invasions of privacy introduced by the *Privacy and Other Legislation Amendment Act 2024* (Cth), which came into effect from mid-2025. We encourage any person with such a concern to seek independent legal advice.

## 12. Third-Party Websites & Links

This website may contain links to external third-party websites. Sydney Charter Bus Pty Ltd is not responsible for the privacy practices, data handling, content or security of any linked external site. We strongly recommend that you review the privacy policy of any third-party website you access before

submitting personal information. The *Privacy Act 1988* (Cth) and the APPs do not govern the data practices of external websites.

### 13. Contact Us — Privacy Enquiries

For all privacy enquiries, access requests, correction requests, opt-out requests and complaints, please contact our Privacy Officer:

<b>Entity</b>	Sydney Charter Bus Pty Ltd   ABN: 44 134 888 912
<b>Website</b>	<a href="http://www.sydneycharterbus.com.au">www.sydneycharterbus.com.au</a>
<b>Email</b>	<a href="mailto:info@sydneycharterbus.com.au">info@sydneycharterbus.com.au</a>
<b>Phone</b>	1300 468 199   0413 182 999
<b>OAIC</b>	Office of the Australian Information Commissioner   <a href="http://www.oaic.gov.au">www.oaic.gov.au</a>   1300 363 992

### 14. Updates to This Privacy Policy

Sydney Charter Bus Pty Ltd will review and update this Privacy Policy to reflect changes in legislation — including amendments arising from the *Privacy and Other Legislation Amendment Act 2024* (Cth) and any further reform expected from the second tranche of Privacy Act amendments anticipated in 2026 — as well as changes to our business operations. The current version, with a revised "Last Updated" date, will always be published at [www.sydneycharterbus.com.au/privacy-policy](http://www.sydneycharterbus.com.au/privacy-policy). Continued use of our services following publication of an updated policy constitutes acceptance of those updates.

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