

Privacy Policy

CareCo Academy (RTO 46597) Last updated: July 2026

CareCo Academy ("CareCo", "we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store and disclose your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

By using our website or providing us with your personal information, you consent to the practices described in this policy.

1. What information we collect

Information you provide to us

When you interact with our website — for example, by completing our "Book a Chat" enquiry form — we may collect:

- Your first name
- Your email address
- Your mobile number
- Your responses to enquiry questions (such as your study goals and circumstances)
- Your communication preferences, including whether you consent to receiving SMS messages

If you enquire about or enrol in a course with us, we may also collect additional information required for training delivery and regulatory reporting, including your full name, date of birth, address, Unique Student Identifier (USI), education background, employment status, and information relevant to student placement.

Information collected automatically

When you visit our website, we and our service providers automatically collect certain information through cookies and similar technologies, including:

- Device and browser information
- IP address and approximate location
- Pages visited, time on site, and how you interacted with our website

- The source that referred you to our website (for example, a search engine or advertisement)

See Section 5 (Cookies, analytics and advertising) for details.

2. How we collect information

We collect personal information directly from you when you:

- Complete a form on our website (including the "Book a Chat" enquiry form)
- Contact us by phone, email or SMS
- Enquire about or enrol in a course
- Interact with our social media pages

We also collect information automatically through our website using cookies, tracking pixels and analytics tools.

3. Why we collect and use your information

We collect and use your personal information to:

- Respond to your enquiries and book consultations
- Provide you with information about our courses that is relevant to your circumstances
- Deliver training services, including organising student placements
- Send you communications you have consented to receive, including SMS and email
- Improve our website, courses and services
- Measure the effectiveness of our marketing and advertising
- Comply with our legal and regulatory obligations as a Registered Training Organisation

SMS communications: We will only send you SMS messages where you have provided your consent. You can opt out at any time by replying STOP to any message or contacting us using the details below.

4. Who we share your information with

We do not sell your personal information. We may share your personal information with:

Service providers that help us operate our business, including:

- Customer relationship management (HubSpot)
- SMS and communications delivery providers
- Website hosting and IT service providers
- Analytics and advertising platforms (see Section 5)

These providers are only permitted to use your information to provide services to us.

Government agencies and regulators, where required by law. As a Registered Training Organisation, we are required to collect and disclose certain student information to the National Centre for Vocational Education Research (NCVER) and Commonwealth and State government agencies for statistical, regulatory and research purposes under the Data Provision Requirements. Students will be provided with a detailed privacy notice about this at enrolment.

Placement partners, where necessary to organise and manage your student placement, and only with your knowledge.

Some of our service providers may store or process information on servers located outside Australia (for example, in the United States). Where this occurs, we take reasonable steps to ensure your information is handled in accordance with the Australian Privacy Principles.

5. Cookies, analytics and advertising

Our website uses cookies and similar technologies provided by third parties to help us understand how visitors use our site and to deliver relevant advertising. These include:

- **Google Analytics (GA4)** — to understand how visitors use our website
- **Google Ads** — to measure and deliver advertising, including remarketing
- **Meta (Facebook) Pixel** — to measure and deliver advertising on Meta platforms, including remarketing
- **Microsoft Clarity** — to understand how visitors interact with our website through heatmaps and session analytics
- **Google Tag Manager** — to manage the tools above

These tools may collect information such as your device, browser, IP address and browsing behaviour, and may combine it with other information held by those providers.

You can manage cookies through your browser settings. You can also opt out of personalised advertising through:

- Google: adssettings.google.com
- Meta: your Facebook ad preferences
- Your Online Choices (Australia): youronlinechoices.com.au

6. How we store and protect your information

We take reasonable steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure. These steps include access controls, secure

third-party platforms, and limiting access to personal information to staff who need it to perform their roles.

We retain personal information only for as long as it is needed for the purposes described in this policy, or as required by law. As an RTO, we are subject to record-keeping obligations that require us to retain certain student records for prescribed periods.

7. Accessing and correcting your information

You have the right to request access to the personal information we hold about you, and to ask us to correct it if it is inaccurate, out of date or incomplete.

To make a request, contact us using the details below. We will respond within a reasonable period. In limited circumstances we may refuse access as permitted by the Privacy Act, in which case we will explain why.

8. Marketing preferences

If you no longer wish to receive marketing communications from us:

- **SMS:** Reply STOP to any message
- **Email:** Use the unsubscribe link in any email
- **All channels:** Contact us using the details below

We will action opt-out requests promptly in accordance with the Spam Act 2003 (Cth).

9. Data breaches

We are subject to the Notifiable Data Breaches scheme under the Privacy Act. If a data breach occurs that is likely to result in serious harm, we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required by law.

10. Making a complaint

If you believe we have mishandled your personal information, please contact us first using the details below. We take complaints seriously and will investigate and respond within a reasonable period.

If you are not satisfied with our response, you can lodge a complaint with the Office of the Australian Information Commissioner:

- **Web:** oaic.gov.au
- **Phone:** 1300 363 992

11. Changes to this policy

We may update this Privacy Policy from time to time. The current version will always be available on our website, with the "last updated" date shown at the top.

12. Contact us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us:

CareCo Academy (RTO 46597) Email: [privacy@careco.academy] Phone: [phone number]
Address: [postal address]