

# LiFT Strength and Conditioning

## Privacy Policy

Last updated: 28 May 2026

This Privacy Policy explains how LiFT Strength and Conditioning ABN 71 632 332 262 collects, holds, uses and discloses personal information. It applies to personal information collected through our studios, website, online forms, social media, member management systems, marketing platforms, events and other interactions with us.

In this Privacy Policy, “we”, “us” and “our” means LiFT Strength and Conditioning. “You” means members, trial members, prospective members, website visitors, suppliers, contractors, team members and other people who interact with us.

### 1. Personal information we collect

We may collect personal information that is reasonably necessary for our business, including:

- your name, contact details, date of birth, age and emergency contact details
- membership, trial, enquiry and attendance information
- billing, invoice and payment information, usually handled through third-party payment providers
- health, fitness and wellbeing information you choose to provide, such as goals, injuries, limitations, pre-exercise screening responses, body composition scan results, performance testing results, nutrition preferences and lifestyle information
- images, video, testimonials or social media content where you have provided consent or where it is reasonably expected in connection with an event, class or promotion
- communications with us, including email, SMS, phone, social media messages, web forms and survey responses
- employment, contractor or recruitment information where you apply for work or provide services to us
- website, device and analytics information, including cookies, IP address, browser type, pages viewed, referral source, campaign data and interactions with our website or advertising.

Some information may be sensitive information under the Privacy Act, including health information. We will only collect sensitive information where you consent, where it is reasonably necessary for our services, or where the law allows or requires us to do so.

### 2. How we collect personal information

We may collect personal information directly from you when you:

- submit a lead form, enquiry form, trial form, waiver, survey or feedback form
- join as a member, book a session, attend a class or participate in a challenge
- communicate with us by phone, email, SMS, social media, website chat or in person
- use our website, social media pages, apps or connected systems
- apply for a role, become a contractor or provide services to us.

We may also collect information from third parties where appropriate, including referral partners, franchisees, related entities, advertising platforms, booking and member management systems, payment providers, analytics providers, health or fitness technology providers and publicly available sources.

### 3. Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information for purposes including:

- responding to enquiries and helping you start a trial or membership
- providing coaching, programming, classes, fitness testing, member support and related services
- managing bookings, attendance, payments, accounts, billing, debt recovery and administration
- communicating with you about your membership, trial, bookings, account, results or support requests
- sending marketing, offers, educational content, promotions and updates where permitted
- running events, challenges, competitions, surveys and member engagement activities
- improving our website, advertising, services, systems, studio operations and customer experience
- training team members, quality assurance and maintaining brand standards
- meeting legal, insurance, safety, workplace health and safety, accounting and regulatory obligations
- managing complaints, disputes, investigations, legal claims and risk.

### 4. Marketing communications

We may use your contact details to send you marketing communications by email, SMS, phone, social media or online advertising where permitted by law. You can opt out at any time by using the unsubscribe link, replying STOP where available, adjusting your preferences, or contacting us using the details below.

Even if you opt out of marketing, we may still send important service or account messages, such as booking, billing, safety, policy or membership updates.

### 5. Cookies, pixels and online tracking

Our website and advertising may use cookies, pixels, tags, analytics tools and similar technologies. These help us understand website usage, measure advertising performance, improve the user experience and show relevant advertising, including retargeting ads on platforms such as Google, Meta/Facebook and Instagram.

You can usually disable or manage cookies through your browser settings. Some website features may not work properly if cookies are disabled.

### 6. Disclosure to third parties

We may disclose personal information to third parties where reasonably necessary for our business or as permitted by law, including:

- employees, contractors, franchisees, related entities and authorised team members
- IT, cloud storage, CRM, website, email, SMS, booking, billing, payment, accounting, analytics and marketing providers
- fitness technology, scan, assessment, survey and member engagement platforms
- professional advisers, insurers, auditors, legal advisers and debt collection providers
- government agencies, regulators, courts, tribunals, law enforcement or other parties where required or authorised by law
- a potential purchaser, investor or business partner if we sell, restructure, merge or transfer all or part of our business or assets.

## 7. Overseas disclosure and cloud storage

Some third-party providers we use may store or process information outside Australia. Where we disclose personal information overseas, we will take reasonable steps required by the Australian Privacy Principles to protect that information, unless an exception applies.

## 8. Storage and security

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure. These steps may include access controls, password protection, secure cloud systems, staff training, internal procedures and limiting access to information to people who need it for their role.

No method of transmission or storage is completely secure. If you believe your personal information has been compromised, please contact us immediately.

## 9. Data breaches

If we become aware of a data breach involving personal information, we will assess the incident and take appropriate steps to contain, investigate and respond to it. Where required under the Notifiable Data Breaches scheme, we will notify affected individuals and the Office of the Australian Information Commissioner.

## 10. Accessing and correcting your personal information

You may request access to the personal information we hold about you. You may also ask us to correct information that is inaccurate, out of date, incomplete, irrelevant or misleading. We may need to verify your identity before responding to a request.

In some circumstances, we may refuse access or correction as permitted by law. If we refuse, we will explain why, where reasonable to do so.

## 11. Complaints

If you have a privacy complaint, please contact us using the details below and provide enough information for us to understand and investigate the issue. We will review your complaint and respond within a reasonable time.

If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner.

## 12. Links to other websites

Our website or communications may contain links to other websites or platforms. We are not responsible for the privacy practices, content or security of those third-party websites or platforms.

## 13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time by publishing an updated version on our website or otherwise making it available. The updated version will apply from the date it is published or stated.

## 14. Contact us

For privacy questions, access or correction requests, complaints or notices, please contact:

- Privacy Officer - LIFT Strength and Conditioning
- Email: [supportoffice@liftstrengthandconditioning.com.au](mailto:supportoffice@liftstrengthandconditioning.com.au)