

As At 29 August 2025

Australian Racing Drivers' Club Privacy Policy

The Australian Racing Drivers' Club Limited ABN 85 000 110 609 (the ARDC) and our related organisations (collectively referred to as "the ARDC", "we", "us" or "our") are committed to respecting your personal information. Our privacy policy sets out how we collect, use, store and disclose your personal information. When you use our Websites or provide your personal information to us, you consent to your personal information being collected, held, used and disclosed as set out in our privacy policy.

Information we collect and hold

We collect personal information about you in a number of ways, including when you:

- use our websites (including but not limited to ardc.com.au, sydneymotorsportpark.com.au, amip.smsp.com.au), social media pages, apps, and internal websites or intranet ("Website");
- interact with us and provide personal information by any other means, including either physically or electronically; and
- are present at Sydney Motorsport Park (our venue) or outside our venue, including images, video and audio from CCTV, other cameras (including body cameras), and other security and recording systems,

(collectively referred to as "Collection Channels").

Personal information that we collect, and hold may include your name, email address, date of birth, phone number, payment method, social media handles, images, audio and video of you, and other identifying information you choose to provide via a particular Collection Channel.

When you use any one of our Websites, we may also collect personal information about you in the following general categories:

- Location information: If you permit a Website to access location services in

your settings, then we collect your device location.

- Transaction information: We collect your transaction details when you register for an event or motorsport experience, or join or renew your ARDC Membership, place an order via our Websites, including the products or services you have ordered, the date and time of your order, the amount charged and any loyalty or membership entitlements.
- Usage and preferences: We collect information about how you interact with our Websites, including the pages you visit, your preferences and the settings that you choose. We do this through cookies and other similar technology.
- Device information: We may collect information about your device, such as the hardware model, operating system, preferred language, unique device identifier and mobile network.
- Employee/race official/volunteer/contractor/tenant information: We may also collect information about the training you have completed, the forms you have submitted, personal information you have provided, the approvals you have given or received, and other similar information related to your role, position or relationship to the ARDC and Sydney Motorsport Park.
- Other information: We may also collect and log information such as your IP address, access dates and times, browser type and pages visited when you interact with our Websites.

We may also collect personal information about you from third parties, including when:

- you choose to create an account or register for a product or service via our Websites using a social media platform (e.g. Facebook, Instagram etc);

- you have consented to a third party disclosing your personal information to us (e.g. when you register for a motorsport experience run by a third party for us, e.g. an ARDC Track or Ride Day, attend an event at the venue, or enter a competition or promotion); and
- it is otherwise lawful for a third party to disclose your personal information to us.

We also collect personal or anonymous information about you from other sources and sometimes combine that information with other information collected from you or from third parties for the purposes disclosed in this privacy policy.

We collect and hold personal information

We will only collect or monitor any personal information about you as provided in this privacy policy.

Active information collection

We may collect your personal information via our Collection Channels when you:

- purchase a product or service or make a booking through our Websites;
- participate in any offers, marketing activities (including competitions), loyalty, membership or rewards program or promotional activities;
- contact us or provide us with personal information directly via any medium including our Websites, SMS or other message service and email, social media platforms, mail, telephone or in person;
- interact with our Websites for a specific purpose;
- browse our Websites generally;
- sign-up to, or register an account via any Collection Channel;
- are present at Sydney Motorsport Park and are captured via our security and recording systems (including as part of any event or experience, in car parks, public viewing areas and grandstands, and any other publicly accessible areas); or
- apply for employment with the ARDC.

Platform permissions

Mobile platforms such as iOS and Android may define certain types of information or data that our Websites cannot access without your consent. Each

platform has its own permissions system for obtaining your consent. You can manage your permissions via the Settings section on your device. For more information, please contact your device provider or refer to the user manual for your device.

Queries

You may contact the ARDC with any queries via email: privacy@ardc.com.au or at the Australian Racing Drivers' Club Limited (Attention: ARDC Privacy Officer), PO BOX 6747 BLACKTOWN DELIVERY CENTRE NSW 2148.

Cookies and passive information collection

We may use tracking technologies to collect personal information about you when you use and access a Website, including cookies, internet tags or web beacons, and navigational data collection (e.g. log files, server logs, and clickstream data). For example, we may collect information about the date, time and duration of visits and which pages of a Website are most commonly accessed. This browsing information is generally not linked to your identity, except where you access a Website via links in a message we have sent or where we are able to identify the device or user accessing a Website.

Third party vendors, including Google and Meta, show our marketing material on websites across the Internet, and use cookies to serve ads to you based on your past visits to our Website.

Our Website uses Google Analytics, a website service that enables the tracking of user analytics including but not limited to browser information, operating system information, pages viewed while browsing the Website, Website session times and referring website addresses, and enables us to help understand Website traffic and usage. Information about you regarding your web usage behaviour is held by Google and is subject to its privacy policy which can be viewed here

https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008.

We may also use the Google Ads service to enable remarketing services, and Google UserID, demographic and interest reports. Information about you regarding your web usage behaviour is held by Google. Information from Google's UserID service may be connected to other data that we hold about you.

Our Website uses Facebook pixels for conversion tracking and custom audiences, in accordance with Meta's terms which can be viewed here

<https://www.facebook.com/legal/terms/customaudience>

We may also use other third-party providers. You can opt out of the collection and use of information for ad targeting such as by modifying your browser settings or visiting

<https://optout.networkadvertising.org/>

<http://www.aboutads.info/choices> and
<https://youronlinechoices.com.au/>

If you opt out of these technologies, you may continue to see advertising displayed on the Website, but the advertising may not be targeted to your interests, and some aspects of our Website's functionality may be affected. Please remember that we do not have access to, or control over, advertisers' or service providers' cookies, and the information practices of third parties are not covered by this privacy policy.

For more information on the use of cookies in online advertising, please visit
<https://www.youronlinechoices.com.au.>

We may combine your anonymous information, browsing information or other information collected through tracking technologies with your personal information collected via our Collection Channels in order to understand and remember your preferences and interests. By accessing a Website via links and/or by accessing a Website where you have identified yourself, you consent to the collection of this information.

Purposes for which we collect, hold, use and disclose personal information

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

- for the purposes stated on a particular Collection Channel or Privacy Collection Statement;
- to maintain and improve the functionality of a Website;
- to fulfil obligations in respect of any contract between you and us;
- to manage your purchases or facilitate payment;
- in the case of images and video/audio from our security and recording systems used in and around our venue, for security, safety, compliance, operational purposes and for venue marketing purposes;
- to send you any technical, administrative or legal notices important to our Websites;
- to provide you with information about your transactions and membership/loyalty entitlements;
- to provide marketing materials and information about our products and services, memberships, events, special offers, competitions and/or promotions, or to request your feedback for promotional purposes;

- to respond to customer enquiries or complaints;
- to manage your employment or accreditation, or process your application for employment or accreditation with the ARDC, to provide assistance programs and facilitate effective employment/contractor/race official practices;
- to obtain opinions or comments about products, services, events, experiences and membership and to conduct other market research and development (including to record statistical data for marketing analysis);
- to enter you into and administer promotions/competitions;
- to provide, maintain and improve our products and services;
- to customise a Website based on your preferences;
- to allow you to use a Website;
- to share with trusted third parties including professional service providers, our contracted experience partners and event hirers, our suppliers and our promotional & business partners and other trusted third parties (and their directors, servants and agents) and agencies; and
- to share with your social media communities, to the extent allowed by you.

Not providing information

You don't have to provide any personal information to us. However, if you do not do so, this may affect or completely restrict your ability to use our products and services, including our Websites, our ability to provide you with membership, relevant content, prizes, products and services, or our ability to process your queries and employment applications.

Sharing your personal information

We share personal information with our professional service providers, our contracted experience partners and event hirers, our suppliers and our promotional & business partners and other trusted third parties for the purposes described in this privacy policy. We also share information with businesses that provide support services to us (such as a printer, mailing house, web host and apparel fulfilment partners) or businesses that help us market our products and services. Some of these businesses may be located overseas.

These businesses may need information about you to perform their functions and are not authorised to use the information we share with them for any other purpose. All such businesses are required to handle your information securely and in accordance with applicable privacy legislation. We recognise the trust with which you provide personal information, and except as stated in this privacy policy or any particular Privacy Collection Statement, your information will not be used or disclosed for any other purposes without your consent. However, we reserve the right to use or disclose any information, including personal information, as needed to satisfy any law, regulation or legal request, to protect our rights, employees, trusted contractors, or any member of the public, to protect the integrity of a Website, to fulfil your requests, or to cooperate in any law enforcement investigation or an investigation on a matter of public safety.

Contact by the ARDC and third parties

If you would like to opt out of receiving advertising communications from us, the ARDC, and our trusted third parties, you can unsubscribe.

We may still send you transaction and administrative information.

If you no longer wish to receive any communications from us via an app, you can delete the app from your device.

Ability of others to view information

We may provide areas on Websites where you can upload user-generated content, post or provide information about yourself, communicate with other users, provide reviews for content, products and/or services or interact with or vote on particular content. This information may be publicly posted on a Website and/or shared with others, including social media platforms and other public forums in which you choose to participate. This information may become publicly available and may be read, collected and used by others outside of one of our Websites. We are not responsible for the conduct of others who may read, collect and use this information.

Children

We do not intend to collect personal information from any person under the age of 18 years without the consent of a parent or legal guardian. We urge parents to regularly monitor and supervise their children's online activities.

Security of personal information

We will endeavour to take all reasonable technical, organisation and physical steps to protect your personal information. This includes utilisation of online systems with password protection, secure servers using encryption technology and secure servers that are protected in controlled facilities.

All of our employees and service providers are obliged to respect the confidentiality and security of any personal information held by us. However, we cannot guarantee the security of your personal information and will not be held responsible for events arising from unauthorised access to personal information beyond our reasonable control.

Access to personal information

If, at any time, you would like to access, review, correct and/or delete the personal information we have about you, or if you would like to change your contact preferences, you can let us know via the contact details listed below. Please allow 30 days for this request to be processed.

Your personal information may be stored in different locations depending upon the reason for which you originally submitted the information. If you make an inquiry in relation to your personal information, the more information you can provide us about when you originally submitted your personal information, the quicker we will be able to retrieve your personal information. We may require you to verify your identity. Once your identity is verified, we will work to provide you with your requested information.

If you request, we will take all reasonable steps to delete your personal information, except where it is required for legal and compliance reasons. Deletion of information may result in us being unable to facilitate or provide you with information about your transactions and venue attendance, services or product information, upcoming event information and promotions, and/or to provide certain information, products or services.

We are not responsible for removing your personal information from the lists of any third party who has been provided your information in accordance with this privacy policy.

Links to other sites

Our Websites contain links to sites operated by third parties. We are not responsible for the privacy practices of, or any content on, those sites linked to our Websites. If you visit one of these linked websites, we encourage you to review their privacy and other policies.

We may use third party advertisements on our Websites. All third party advertising, if paid for, is paid for by the relevant third party advertisers. Third party advertisements are not recommendations or endorsements by us or any of our affiliates. To the extent permitted by law, we is not responsible for the content (including representations) of any third party advertisement on a Website. Cookies may be associated with these advertisements to enable the advertiser to track the number of anonymous users responding to the campaign.

Related Websites or Apps

All Websites operated by us in Australia will adhere to this privacy policy. The policies on the Websites of some third-party organisations may vary because of local customs, practices or laws.

Privacy policies

Many of our events, experiences and onsite activations are operated by independent organisations. These organisations also operate websites and are required to follow applicable privacy laws and their own privacy policies.

We do not control the use or disclosure of personal information and may not have access to the personal information held by these organisations.

If you are concerned that there may have been a breach of this privacy policy by an event, experience, or activation operator, please contact the relevant organisation directly.

Changes to our privacy policy

From time to time, it may be necessary for us to change this privacy policy without notice. We will post any changes to this privacy policy on our Websites.

Contact Us

If you have any questions about our privacy policy, or any problems or complaints about how we have collected, used, stored, handled and/or disclosed your personal information, please contact us at:

Mail: ARDC Privacy Officer

The Australian Racing Drivers' Club Limited

PO BOX 6747 BLACKTOWN DELIVERY CENTRE
NSW 2148

Email: privacy@ardc.com.au

Telephone: (02) 9672 1000

Fax: (02) 9672 0209

Please allow 14 days for this request to be processed. If you do not receive a satisfactory response from the ARDC to your query, problem or complaint within 30 calendar days, you may refer your query, problem or complaint to the Office of the Australian Information Commissioner via the contact details listed at <https://www.oaic.gov.au/about-us/contact-us/>.

RECOMMENDED CHANGES TO HIRERS PRIVACY POLICY UPDATES

"We collect the personal information that you provide when you sign up for this event, so that you can participate in this event and we can contact you, manage our relationship with you, provide you with products, services and information, develop and improve our services, and obtain feedback.

We will also share your information with the Australian Racing Drivers' Club (ARDC) who are the official operators of Sydney Motorsport Park (SMSP) with whom we have commercial motorsport experience, event and venue hire agreements with at SMSP. We also share your information with other suppliers.

By signing up, you agree that we may collect and use your information in this way, and as set out in our Privacy Policy [link to partner's policy].

You don't have to provide your personal information, but if you choose not to do so you may not be able to participate in the event. However, you don't need to share any sensitive information with us. Our Privacy Policy [link to partner's policy] contains information about how we handle your information, how you can access and correct your personal information, and how you can make a complaint. The ARDC/SMSP's privacy policy is located at <https://www.ardc.com.au/privacypolicy/>.

(unticked check box) I agree to receive messages from [partner] and ARDC/SMSP about upcoming events, products and services.

[Partner may also want to link their general Terms and Conditions]

[Accept and sign up button]

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