



This following document sets forth the Privacy Policy for Pulse Travel Pty Ltd  
and [www.pulsetravel.com.au](http://www.pulsetravel.com.au).

Pulse Travel (ABN 42010936179) is committed to providing you with the best possible customer service experience. Pulse Travel is bound by the Privacy Act 1988, which sets out a number of principles concerning the privacy of individuals. This Privacy Policy summarises how Pulse Travel handle your personal information. Pulse Travel may revise this Privacy Policy from time to time by updating this page.

### **What is personal information?**

Personal information means information or an opinion about an identified individual.

The types of personal information Pulse Travel collect may include your name, date of birth, gender, contact information, credit/debit card information, health information and other information about you regarding your travel habits.

### **Collection of your personal information**

Collection of your personal information can be obtained by dealings with Pulse Travel either at our West End location, by visiting our website, signing up to our newsletters, phoning us, writing to us or calling us. When you purchase or make enquires about travel bookings or other services Pulse Travel may collect personal information about you. This may also happen when you enter competitions, when you subscribe to our newsletters, request third party promotional material, complete online surveys or any general information. When you book travel services with us, we act as an agent on behalf of third party providers. This means we collect your information in order to process your travel booking.

### **Why do Pulse Travel**

#### **Collect your personal information?**

Pulse Travel may collect your personal information for a number of purposes, including:

- Communicating with you in relation to your travel, our operations, activities and objectives, to verify your identity, to improve and evaluate our programs and services and to comply with relevant laws.
- Marketing: to communicate with you about travel, products, services, campaigns, events, development
- Research: to find out about travel habits, analyse trends in sales and destinations

#### **Pulse Travel & Pulse Cruises**

The Precinct, Ground Level 12 Browning Street West End Brisbane QLD 4101  
 P: **+61 7 3004 6666** F: + 61 7 3337 9987 Toll Free: 1 800 810 557  
 E: **Sales@PulseTravel.com.au** W: **www.PulseTravel.com.au**  
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- Compliance, internal accounting and administration

Where possible Pulse Travel will collect personal information directly from you.

### **Sharing of your personal information**

Pulse Travel may occasionally hire other companies to provide services on our behalf, including but not limited to handling customer support enquiries, travel wholesalers, tour operators, airlines, hotels, car rental companies and other service providers for the purpose for which the information was collected or for a related purpose. Those companies will be permitted to obtain only the personal information they need to deliver the service. The consent you provide under this Policy also provides consent for the use of your information to the third party user to complete the booking Pulse Travel are selling. Pulse Travel takes reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations in relation to the protection of your personal information, however we cannot control how this information is used when passed onto third party suppliers.

### **Use of your personal information online**

For each visitor to reach the Pulse Travel website, Pulse Travel collect the following non-personally identifiable information, including but not limited to browser type, version and language, operating system, pages viewed while browsing the Site, page access times and referring website address. This collected information is used solely internally for the purpose of gauging visitor traffic, trends and delivering personalized content to you while you are at this Site.

From time to time, Pulse Travel may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future Pulse Travel will use for these new purposes only, data collected from the time of the policy change forward will adhere to our updated practices.

### **Use of Cookies**

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, Pulse Travel uses "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site. Security The security of your Personal Information is

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important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While Pulse Travel strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Google Analytics**

Google Analytics is a website analytics service provided by Google, Inc (“Google”). When you visit [www.pulsetravel.com.au](http://www.pulsetravel.com.au) google will place cookies on your computer’s browser. The information will be transmitted to Google via the cookies. By obtaining this essential information, statistical reports are generated to measure and analyse the unique number of views, flow of traffic, the number of visits its pages, the average time spent on the site and the pages.

### **Opting out of direct marketing communications**

Where Pulse Travel uses your personal information to send you marketing and promotional information by post, email or telephone, we will provide you with an opportunity to opt-out of receiving such information. By electing not to opt-out, Pulse Travel will assume we have your implied consent to receive similar information and communications in the future. Pulse Travel will always ensure that our opt-out notices are clear and informative.

If you do not wish to receive direct marketing communications from us, please contact us at [newsletters@pulsetravel.com.au](mailto:newsletters@pulsetravel.com.au).

### **Changes to this Privacy Policy**

Pulse Travel reserves the right to make amendments to this Privacy Policy at any time. If you have objections to the Privacy Policy, you should not access or use the site or services.

### **Accessing Your Personal Information**

You have a right to access your personal information, subject to exceptions allowed by law. If you would like to do so, please let us know. You may be required to put your request in writing for security reasons. We invite you to access any personal information we may hold about you. Where personal information we hold about you is not accurate, complete, up-to-date or relevant, you may ask us to correct that personal information, and we will respond to your request within a reasonable time.

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### **Storage and Security**

Pulse Travel stores information in multiple ways, including in electronic and paper format. The security of your personal information is important to us and we take reasonable steps to protect it from misuse, interference and loss, and from unauthorised access, modification or disclosure. Some of the ways Pulse Travel enforces this are the following:

- only giving access to personal information to a person who is verified to be able to receive that information;
- document storage security policies;
- security measures for access to our systems;
- confidentiality requirements of our employees;
- control of access to our buildings; and
- electronic security systems, such as firewalls and data encryption on our websites.

### **Contacting us**

Pulse Travel welcomes your comments regarding this Privacy Policy. If you have any questions about this Privacy Policy and would like further information, please contact us by any of the following means during business hours Monday to Friday.

Call: (07) 3004 6666

Post: Attn: Stan Klinakis,

Pulse Travel

Ground Level, 12 Browning Street

West End QLD 4101

Email: [sales@pulsetravel.com.au](mailto:sales@pulsetravel.com.au)

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