

ExperiencePQ Privacy Policy

Last Updated: 11 February 2026

1 INTRODUCTION AND SCOPE

Who We Are ExperiencePQ is operated by ExperiencePQ Pty Ltd (ABN: 91694727109), an Australian company dedicated to helping high-stakes professionals transform experience into Performance Intelligence (PQ).

What This Policy Covers This Privacy Policy describes how we collect, use, hold, and disclose your personal information in accordance with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth). It applies to all users of the ExperiencePQ platform, including our website, mobile applications, and related services.

1.1 OUR COMMITMENT:

At ExperiencePQ, we believe failures are stepping stones and successes are masterful adaptations. Protecting your personal data ensures you can safely cultivate Performance Intelligence (PQ) through our AI-human hybrid platform. While we leverage artificial intelligence for foundational insights, human oversight guides all ethical decisions involving your data.

Policy Updates We may update this policy from time to time to reflect changes in our practices or the law. Significant changes will be notified via email to registered users and through in-app notifications. Continued use of our services after changes constitutes acceptance of the updated policy. We recommend reviewing this policy periodically.

2 PERSONAL INFORMATION WE COLLECT AND HOLD

We collect only the personal information reasonably necessary to provide our services and improve your experience. This may include:

- **Contact Information:** Name, email address, phone number, and professional details (e.g., role, organisation, team affiliation).
- **User Profile Data:** Professional background, role in high-stakes fields (e.g., emergency services, defence, healthcare), display preferences, and account settings.
- **Experiential Data:** Debriefs, lessons learned, performance reflections, adaptive insights, action plans, marginal gains plans, and other content you create within the platform.
- **Performance Data:** KPI measurements, progress tracking, coaching session records, validation assessments, and A/B test participation data.
- **Sensitive Information:** In some cases, debriefs or reflections may include health-related information or details about performance in critical incidents. We only collect sensitive

information where necessary for providing personalised PQ services and with your explicit consent (as required under APP 3).

- **Technical Data:** IP addresses, device information, browser type, usage patterns, app interactions, and analytics data (collected via tools like Google Analytics and UserPilot) to personalise and improve the platform.
- **Communication Data:** Messages, discussions, comments, and other interactions within the platform, including team collaboration features.
- **Payment Information:** Billing details and payment history (processed securely through third-party providers like Stripe, we do not store full card details).

We adhere to data minimisation principles (APP 3) and regularly review what we hold.

3 HOW WE COLLECT AND HOLD PERSONAL INFORMATION

3.1 COLLECTION METHODS

- **Directly from You:** Through account registration, profile creation, debrief submissions, lesson entries, surveys, forms, and platform interactions.
- **Automatically:** Via cookies, analytics tools, and usage tracking to enhance functionality and insights.
- **From Third Parties:** With your consent, from workplace systems, calendar integrations, or authorised sources. We may also use publicly available information where relevant.
- **From Other Users:** When team members invite you to debriefs, projects, or shared content.

3.2 HOW WE HOLD YOUR INFORMATION

- **Secure Storage:** Data is stored on secure cloud-based servers (primarily via providers like Base44 or AWS), hosted in compliant data centres (often Australia or aligned jurisdictions such as the USA).
- **Encryption and Controls:** Data is encrypted in transit (TLS/SSL) and at rest. We use strict role-based and row-level access controls (e.g., team data visible only to authorised members).
- **Retention and Deletion:** We retain information only as long as necessary for service delivery, legal obligations, or legitimate purposes (e.g., up to 7 years for compliance records). You can request deletion of your data at any time (subject to legal retention requirements), and we will securely destroy or anonymise it.

4 PURPOSES FOR WHICH WE COLLECT, HOLD, USE, AND DISCLOSE PERSONAL INFORMATION

We collect, hold, use, and disclose your personal information for the following primary purposes:

- To deliver and personalise ExperiencePQ services (e.g., generating AI-augmented insights, facilitating debriefs, tracking progress, and enabling team collaboration).
- To communicate with you (e.g., service updates, support responses, notifications).
- To improve our platform (e.g., anonymised analytics for feature development and research).
- To process payments and manage accounts.
- To comply with legal obligations (e.g., responding to regulators).

Disclosures are limited and may include: service providers (e.g., cloud hosting, analytics, payment processors) under strict contracts; team members/organisations (with your consent for shared features); or as required by law. We do not sell your data or use it for unrelated marketing without consent.

5 HOW TO ACCESS AND CORRECT YOUR PERSONAL INFORMATION

You have rights under APP 12 (access) and APP 13 (correction) to request access to or correction of your personal information. Contact our Privacy Officer (details in section 9). We will respond within 30 days, free of charge (unless complex, where reasonable costs may apply). Exceptions may apply (e.g., if access would pose risks), and we'll explain any refusal.

6 HOW TO MAKE A COMPLAINT

If you believe we have breached the APPs, submit a complaint in writing to our Privacy Officer (details in section 9). We will acknowledge within 7 days, investigate fairly, and aim to resolve within 30 days. If unsatisfied, you can escalate to the Office of the Australian Information Commissioner (OAIC):

- Online: www.oaic.gov.au
- Phone: 1300 363 992
- Email: enquiries@oaic.gov.au
- Mail: GPO Box 5218, Sydney NSW 2001

7 OVERSEAS DISCLOSURES

We may disclose personal information to overseas service providers (e.g., for cloud storage, AI tools, analytics). Likely countries include:

- United States (e.g., Google Analytics, UserPilot, some cloud infrastructure).
- European Union (certain data centres).

We take reasonable steps under APP 8 to ensure recipients protect your data equivalently (e.g., via contracts, Binding Corporate Rules, or compliant frameworks). We regularly audit providers.

8 ADDITIONAL PRIVACY PRACTICES

8.1 PSEUDONYMITY AND ANONYMITY:

Where practicable (APP 2), we support pseudonymity (e.g., for lesson sharing) or anonymity in debriefs/insights. Full anonymity may not suit authenticated features.

8.2 COOKIES AND TRACKING:

We use essential and analytical cookies. Manage preferences via our consent banner or browser settings.

8.3 CHILDREN'S PRIVACY:

Our services are for professionals 18+. We do not knowingly collect data from children.

8.4 DATA PORTABILITY REQUEST:

Your data in a structured format via the Privacy Officer.

8.5 AUTOMATED DECISION-MAKING:

Our AI provides recommendations (e.g., lesson prioritisation). As required under new APP 1.7–1.9 (effective 10 December 2026):

- AI uses experiential data, metrics, and patterns.
- Decisions may include insight ranking or trend analysis.
- You can request human review; humans oversee significant impacts.

8.6 THIRD-PARTY LINKS AND SECURITY INCIDENTS:

We are not responsible for external sites. In an eligible breach, we will notify you and OAIC promptly.

9 CONTACT INFORMATION

9.1 PRIVACY OFFICER:

ExperiencePQ Pty Ltd

Email: leigh@experiencepq.io

Website: www.experiencepq.io

This policy is free; request alternative formats via contact above.

Effective Date: 11 February 2026

At ExperiencePQ, privacy fuels trust, enabling you to turn hard-earned lessons into ethical, actionable growth.

Thank you for partnering with us.