



PRIVACY

POLICY

ABN: 67 671 642 363

PURPOSE OF PRIVACY POLICY

The purpose of the Privacy Policy is to outline how My Online Accountant Pty Ltd (My Online Accountant) and its officers, Accountants, agents, outsourced contractors, and employees collect, use and retain personal and sensitive information. My Online Accountant obtains and retains that personal and sensitive information in accordance with the Australian Privacy Principles (APPs). The APPs were introduced by the Privacy Amendment (Enhancing Privacy Protection) Act 2012 (Cth) (Privacy Amendment Act). The Privacy Amendment Act introduced significant changes to the Privacy Act 1988 (Cth) (Privacy Act). The Privacy Amendment Act includes new, harmonised, privacy principles that regulate the handling of personal information by businesses. This Policy provides guidance on how to meet the privacy obligations imposed by the APPs, the Privacy Amendment Act and the Privacy Act. It also sets out how we manage privacy risks arising from the use of outsourced contractors and Artificial Intelligence (AI) technologies in our business processes.

DEFINITION OF PRIVACY POLICY

Personal information means information about an individual who is reasonably identifiable:

- Whether the information or opinion is true or not; and
- Whether the information or opinion is recorded in a material form or not

What constitutes personal information will vary, depending on whether an individual can be identified or is reasonably identifiable in the particular circumstances. However, common examples of personal information may include an individual's name, signature, address, telephone number, date of birth, medical records, bank account details, employment details and commentary or opinion about a person.

This Policy applies to all officers, Accountants, agents, outsourced contractors, employees, clients and shareholders of MY Online Accountant. The Privacy Amendment Act states that the APPs apply to individuals, body corporates, partnerships, unincorporated associations or trusts unless they are a small business operator. A small business operator is defined as a business with an annual turnover of \$3,000,000 or less for a financial year, unless an exemption applies. The APPs and the Privacy Act extend to an act done, or practice engaged in that has an Australian link. An organisation has an Australian link where it is:

- an Australian citizen or a person whose continued presence in Australia is not subject to a legal time limitation;
- a partnership formed, or a trust created in Australia or an external Territory;
- a body corporate incorporated in Australia or an external Territory; or
- an unincorporated association that has its central management and control in Australia or an external territory

Where an organisation does not fall within one of the above categories it will still have an Australian link where:

- it carries on business in Australia or an external Territory; and
- the personal information was collected or held by the organisation or small business operator in Australia or an external Territory, either before or at the time of the act or practice

We recognise that privacy is important. My Online Accountant includes any subsidiary companies. We are bound by, and committed to supporting, the APPs set out in the Privacy Amendment Act. The information set out below is largely a summary of the obligations under the APPs

WHO DOES THIS POLICY APPLY TO?

This Policy applies to all officers, Accountants, agents, outsourced contractors, employees, clients and shareholders of My Online Accountant. The Privacy Amendment Act states that the APPs apply to individuals, body corporates, partnerships, unincorporated associations or trusts unless they are a small business operator. A small business operator is defined as a business with an annual turnover of \$3,000,000 or less for a financial year, unless an exemption applies. The APPs and the Privacy Act extend to an act done, or practice engaged in that has an Australian link. An organisation has an Australian link where it is:

an Australian citizen or a person whose continued presence in Australia is not subject to a legal time limitation;

a partnership formed, or a trust created in Australia or an external Territory; a body corporate incorporated in Australia or an external Territory; or

an unincorporated association that has its central management and control in Australia or an external territory.

Where an organisation does not fall within one of the above categories it will still have an Australian link where:

it carries on business in Australia or an external Territory; and

the personal information was collected or held by the organisation or small business operator in Australia or an external Territory, either before or at the time of the act or practice

OUR COMMITMENT

We recognise that privacy is important. My Online Accountant includes any subsidiary companies. We are bound by, and committed to supporting, the APPs set out in the Privacy Amendment Act. The information set out below is largely a summary of the obligations under the APPs.

We are committed to ensuring that any use of outsourced contractors or Artificial Intelligence (AI) tools aligns with our privacy obligations and incorporates appropriate human oversight.

USE OF OUTSOURCED CONTRACTORS AND ARTIFICIAL INTELLIGENCE (AI)

My Online Accountant Pty Ltd (including its subsidiaries, Accountants, agents, and related entities) may engage outsourced contractors, both within Australia and overseas, to perform certain functions on our behalf. These functions may include, but are not limited to, administration, accounting, compliance, IT support, paraplanning, and marketing services. All outsourced contractors are bound by confidentiality obligations and are required to comply with this Privacy Policy, the Australian Privacy Principles (APPs), and all applicable laws.

We may also use Artificial Intelligence (AI) tools to assist in the delivery of our services, including but not limited to data analysis, document preparation, record-keeping, identity verification, fraud detection, and client communications. AI tools will only be used where:

They are operated under secure conditions, including the following:

1. personal information is handled in compliance with the APPs and this Privacy Policy;
2. outputs are reviewed by an appropriately qualified human staff member before final use or disclosure; and
3. clients have been informed where their personal information will be processed using AI in a way that materially impacts service delivery.

The specific AI tools utilised by us may vary from time to time, presently the following tools might be utilised in the course of your dealings with us: Copilot, Airtable, Synthflow, Loom AI and Notion.

My Online Accountant engage information technology specialists with tertiary qualification and a industry knowledge and understanding of the function and risks of AI.

All personal information use d in conjunction with AI in the course of business is used in a closed source setting and not shared outside the organisation. Employees are prohibited from using open source AI tools in undertaking their duties and such tools are blocked from access on work devices

APP 1: OPEN AND TRANSPARENT MANAGEMENT OF PERSONAL INFORMATION

The object of APP 1 is 'to ensure that APP entities manage personal information in an open and transparent way'. APP 1 imposes three separate obligations, to:

- take reasonable steps to implement practices, procedures and systems that will ensure the entity complies with the APPs and any binding registered APP code, and is able to deal with related inquiries and complaints;
- have a clearly expressed and up-to-date APP Privacy Policy about how the entity manages personal information; and
- take reasonable steps to make its APP Privacy Policy available free of charge in an appropriate form and, where requested, in a particular form;
- inform themselves of their obligations under the APPs;
- have available training as and when required to ensure persons to whom this policy applies are aware of their obligations under the APPs
- clients of My Online Accountant, its Accountants and agents are entitled to access their private information upon request
- Any complaints by clients in relation to the handling of their private information should be referred immediately to the Privacy Officer – Professional Standards
- How My Online Accountant manages private information will be set out in this policy, which will be freely available on any website operated by companies within My Online Accountant. Further, Accountants and agents to whom this policy applies should also include a link to the policy on any website operated by them, and
- on request, clients are to have free access to this policy in any form requested, so long as it is practical to do so

The *Taxation Administration Act 1953 (Cth)*, *Income Tax Assessment Act 1936 (Cth)* and the *Superannuation (Unclaimed Money and Lost Members) Act 1999 (Cth)* (the Legislation) allows for the Tax Agent, My Online Accountant, , its Accountants, agents, or outsourced contractors to request, collect and hold personal information such as a person's name, address, date of birth, income, tax file number (TFN) and such other information that may be required from time to time in order to provide certain services to clients. It is not an offence to refuse to provide your TFN or personal information requested, but if you don't, we will be unable to conduct certain services on your behalf in a timely manner or at all.

Any personal information held by My Online Accountant may be held in a number of ways, for example, hard copy, soft copy or offsite on electronic servers.

The collection of your TFN is solely for the purpose of providing services to you in accordance with the Legislation and is not disclosed unless the disclosure is required in the performance of those services.

Your personal information may be used in order to:

- verify your identity;
- assist you to place orders through this site;
- process any purchases of products and/or services that you may make through this site, including charging, billing and collecting debts and shipment of products to you;
- assess your financial service needs and determine whether we can offer you financial services;
- contact you to offer financial services;
- make changes to your account;
- respond to any queries or feedback that you may have;
- conduct appropriate checks for credit-worthiness and for fraud;
- prevent and detect any misuse of, or fraudulent activities involving, this site;
- conduct research and development in respect of our products and/or services;
- gain an understanding of your information and communication needs or obtain your feedback or views about our products and/or services in order for us to improve them; and/or
- maintain and develop our business systems and infrastructure, including testing and upgrading of these systems and for any other purpose reasonably considered necessary or desirable by My Online Accountant in relation to the operation of our business.

You also authorise the Tax Agent to securely provide your personal information including your TFN to Xero Limited, Google Australia Pty Ltd, and other approved outsourced contractors for the purpose of using their respective software (such as Google Drive) to collect & store data and lodge tax documents. This may include the use of AI-powered services. In agreeing to this Privacy Policy, you also agree to the Terms and Conditions and Privacy Policies of Xero Limited and Google Australia Pty Ltd, and any other third-party provider used for these purposes.

From time to time we may email our customers with news, information and offers relating to our own products/services or those of selected partners. Your personal information may also be collected so that My Online Accountant, its Accountants, agents, or outsourced contractors can promote and market products and services to you. This is to keep you informed of products, services, and special offers we believe you will find valuable and may continue after you cease acquiring products and services from us. If you would prefer not to receive promotional or other material from us, please let us know and we will respect your request. You can unsubscribe from such communications at any time if you choose.

When you acquire or access any other goods or services from a third party supplier through this site, we will provide to that supplier such information as is necessary to enable it to process and administer your order. Such information will include personal information about you, including (without limitation) your name and contact details.

Any client may seek access to their personal information by contacting the appropriate company within My Online Accountant, or by contacting an Accountant or agent of My Online Accountant directly. If a correction is required to that personal information the client may make that amendment by notifying the appropriate company within My Online Accountant, or by contacting an Accountant or agent of My Online Accountant directly. If a client considers that a breach of the APPs has occurred they can direct their complaint to the Privacy Officer – Professional Standards.

The relevant contact details are:

Privacy Officer – Professional Standards C/ - My Online Accountant Pty Ltd

m. PO Box 1715, Sunshine Plaza, QLD, 4558

e. hello@myonlineaccountant.com.au

If a client is not satisfied with the outcome of their complaint, they may lodge a complaint with the Office of the Australian Information Commissioner (OAIC). Further information is available from the OAIC's website at www.oaic.gov.au.

My Online Accountant will only disclose personal information of its clients to overseas recipients where such disclosure is required to give effect to the instructions of a client (for example, where a client receiving financial advice wishes to invest in overseas equities or to provide services to our clients, for example, paraplanning services). It is not practical to list all countries to which this information may be disclosed due to the variety of overseas financial services available to clients. My Online Accountant may only disclose personal information to its related entities where the disclosure is relevant to the provision of services to the client.

A copy of the My Online Accountant Privacy Policy is available free of charge upon request in either soft or hard copy form. A copy of the My Online Accountant Privacy Policy is also available on the My Online Accountant website <https://myonlineaccountant.com.au>

APP 2: ANONYMITY AND PSEUDONYMITY

APP 2 provides that individuals must have the option of dealing anonymously or by pseudonym. However, those options are not required where:

- the entity is required or authorised by law or a court or tribunal order to deal with identifiable individuals; or
- it is impracticable for the entity to deal with individuals who have not identified themselves.

As the companies within My Online Accountant largely deal with clients in financial services, it is unlikely that it would be practical for services to be provided to those clients without them having identified themselves. Further, in most situations companies within My Online Accountant will be required under the terms of the Anti-Money Laundering and Counter-Terrorism Financing Act 2006 (Cth) (AML/CTF Act) to appropriately identify clients.

In instances where My Online Accountant has reason to believe that a person with whom they are dealing is not whom they claim to be, a suspicious matter report may be required to be lodged with AUSTRAC.

APP 3: COLLECTION OF SOLICITED PERSONAL INFORMATION

APP 3 outlines when you may collect solicited personal information. My Online Accountant is required to only collect personal information that is reasonably necessary for one or more of its functions. It is anticipated that personal information will be required to be collected due to the financial services provided by My Online Accountant or companies related to it. Information such as name, date of birth, address, income, TFN and other personal information will often be required for services such as:

- Financial advice;
- Mortgage broking;
- Insurance;
- Financial product management;
- Lodgement of Tax returns, Business Activity Statements and other Accounting compliance services; and
- Other miscellaneous financial services.

Where personal information is required to be obtained from clients in order for them to be provided services from companies related to My Online Accountant, those clients must consent to the collection of their personal information.

Personal information must only be collected by lawful and fair means. My Online Accountant must collect personal information about an individual only from the individual, unless it is unreasonable or impractical to do so.

Under APP 3 consent is required to collect personal information.

Sensitive information should be treated with a higher level of protection than personal information. My Online Accountant must not collect sensitive information about an individual unless the individual consents to the collection of information and the information is necessary for the performance of a particular function or service.

For example, the HIV status of a person and/or their sexual preference may be required to be collected and in this case, consent must be obtained from the client as this may be directly relevant to the recommendation of insurance advice. The product provider's insurance application generally includes a declaration that covers consent of sensitive and personal information.

Sensitive information (according to the Privacy Act) includes but is not limited to:

- Racial or ethnic origin;
- Political opinions;
- Membership of a political association;
- Religious beliefs or affiliations;

- Philosophical beliefs;
- Membership of a professional or trade association;
- Membership of a trade union;
- Sexual orientation or practices; or
- Criminal record.

APP 4: DEALING WITH UNSOLICITED PERSONAL INFORMATION

APP 4 outlines the steps that must be taken if unsolicited personal information is received. This means that information has been received where an APP entity took no active steps to collect the information. If My Online Accountant or its Accountants, agents or outsourced contractors collect any unsolicited personal information it should promptly assess whether that information could have been obtained in accordance with APP 3. If the information could not have been obtained under APP 3 (for example, a client provides extra information that would not normally be required without being prompted to do so) then steps must be taken to destroy or de-identify the information as soon as practicable, if it is lawful and reasonable to do so. If the information could have been collected in accordance with clause 6.0 then it should be dealt with in accordance with APPs 5 – 13. Please see below for details

APP 5: NOTIFICATION OF THE COLLECTION OF PERSONAL INFORMATION

If personal information about an individual is collected then reasonable steps must be taken to notify the individual, or otherwise ensure that the individual is aware of certain matters

- The matters that individuals must be made aware of include;
- the identity and contact details of who collected the information;
- the fact and circumstances of collection;
- whether the collection is required or authorised by law; the
- purposes of collection
- the consequences if personal information is not collected;
- the usual disclosures of personal information of the kind collected by the entity;
- information about the privacy policy and information on how they can access the personal information and seek a correction (if required); and
- whether it is likely that personal information will be disclosed to overseas recipients, and if practicable, the countries where they are located.

APP 6: USE OR DISCLOSURE OF PERSONAL INFORMATION

If information has been collected for a primary purpose, the entity must not use or disclose the information for another purpose unless the person consents to the use or disclosure of the information or one of the exceptions below applies.

An exception applies in relation to the use or disclosure of personal information about an individual if:

- the client would reasonably expect My Online Accountant, its subsidiary companies, Accountants, agents, or outsourced contractors to use or disclose the information for the secondary purpose and the secondary purpose is:
 - I. if the information is sensitive information—directly related to the primary purpose; or
 - II. if the information is not sensitive information—related to the primary purpose of collection;or
- the use or disclosure of the information is required or authorised by or under an Australian law or a court/tribunal order; or
- a permitted general situation 1 exists in relation to the use or disclosure of the information by My Online Accountant; or
- a permitted health situation 2 exists in relation to the use or disclosure of the information by the entity; or
- My Online Accountant reasonably believes that the secondary use or disclosure of the information is reasonably necessary for one or more enforcement related activities conducted by, or on behalf of, an enforcement body such as ASIC

If My Online Accountant, its Accountants, agents, or outsourced contractors seek to disclose personal information, for any other reason than the primary reason it was collected, then they must first contact the Professional Standards department to have such disclosure authorised.

If My Online Accountant uses or discloses information under the above listed exceptions, then it must make a written note of the use or disclosure.

In the event that My Online Accountant, its Accountants, agents, or outsourced contractors collect personal information and provides it to a related body corporate (e.g. outsourced paraplanning service); then the paraplanning service's primary purpose for collecting information will be treated as the same primary purpose as the Accountant.

APP 7: DIRECT MARKETING

If personal information about an individual is held, that information must not be disclosed for the purpose of direct marketing. There are exceptions where My Online Accountant, its Accountants, agents, or outsourced contractors may use personal information for direct marketing (other than sensitive information) when:

- the individual would reasonably expect such use or disclosure of the information for that purpose
- a simple means is provided by which the individual may request to opt-out of receiving direct marketing communications from the organisation; and
- the individual has not made an opt-out request in the past.

My Online Accountant, its Accountants, agents, or outsourced contractors may use personal information for the purposes of direct marketing where an individual may not have reasonably expected the use of that information; however the individual must provide consent. My Online Accountant and its members will ensure that any direct marketing communications include a prominent statement that the individual may make a request to opt-out of receiving direct.

E: A permitted general situation is defined under section 16A of the Privacy Act Cth 1988

F: A permitted general health situation is defined under section 16B of the Privacy Act Cth 1988

Marketing communications or My Online Accountant will draw the individual's attention to the fact that they may make a request to opt-out of receiving direct marketing communications. My Online Accountant may disclose sensitive information about an individual for the purposes of direct marketing if the individual has consented to the use or disclosure of the information for that purpose. An individual may request not to receive direct marketing communications from My Online Accountant.

In some cases, outsourced contractors may be engaged to carry out direct marketing activities. Artificial Intelligence (AI) tools may also be used to assist with marketing analytics, segmentation, and campaign management, but will only use personal information in accordance with this policy and applicable laws.

Any client of My Online Accountant or its Accountants and agents may opt-out of receiving any direct marketing materials by contacting:

Privacy Officer – Professional Standards C/ - My Online Accountant Pty Ltd

m. PO Box 1715, Sunshine Plaza, QLD, 4558

e. hello@myonlineaccountant.com.au

Where My Online Accountant, its Accountants, agents, or outsourced contractors use or disclose personal information about an individual, for the purposes of direct marketing or for the purpose of

facilitating direct marketing by another organisation (e.g. a mailing house). The individual may make a request not to use or disclose their personal information, (for the purpose of direct marketing communications) from either the Accountant or the mailing house, depending on who provided that information

EXECUTION

Signed and duly executed by:

Name (Client 1):

Name (Client 2):

Signature:

Signature:

Date:

Date: