

DMC Licensing Pty Ltd – Data Usage & Privacy Policy

Purpose

As an international business, we recognise the importance of protecting the privacy and data of our customers, employees, and partners. This policy outlines how we collect, use, and disclose personal information in compliance with applicable data protection laws and regulations in the countries where we operate.

Scope

This policy applies to all personal information collected, used, and stored by DMC Sport, regardless of the location of our operations or the nationality or residence of the individuals whose personal information we handle.

Policy

1. Compliance with Applicable Laws

- a. DMC Sport will comply with all applicable data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) in the European Union (EU), the Privacy Shield Framework for transfers of personal data between the EU and the United States, and any other relevant data protection laws in the countries where we operate.
- b. We will ensure that our data usage and privacy practices are in accordance with the principles, requirements, and rights set forth in applicable data protection laws, including but not limited to the lawful basis for processing personal information, data minimisation, purpose limitation, accuracy, security, transparency, and individual rights.

2. Collection and Use of Personal Information

- a. We will only collect personal information that is necessary for legitimate business purposes and with the consent of the individuals concerned, unless otherwise permitted by applicable laws.
- b. We will inform individuals of the purpose for which their personal information is collected, and we will not use it for any other purpose without obtaining their consent, unless otherwise permitted by applicable laws.
- c. We will provide individuals with clear and transparent information about our data usage and privacy practices, including the types of personal information we

collect, the purposes for which we use it, the third parties with whom we share it, and the rights and choices available to individuals.

3. Disclosure of Personal Information

- a. We will only disclose personal information to third parties as required or permitted by applicable laws, and with appropriate safeguards to protect the privacy and security of the information.
- b. We will ensure that any third parties with whom we share personal information comply with applicable data protection laws and regulations, and that they provide appropriate security measures to protect the information.

4. Security and Retention of Personal Information

- a. We will implement appropriate technical, organisational, and administrative measures to protect personal information from unauthorised access, use, disclosure, alteration, and destruction.
- b. We will retain personal information only for as long as necessary to fulfill the purposes for which it was collected, and in accordance with applicable laws and regulations.

5. International Data Transfers

- a. We may transfer personal information to other countries where we operate or to third parties located in other countries, including countries that may have different data protection laws and regulations.
- b. We will ensure that any international transfers of personal information comply with applicable data protection laws and regulations, including by using appropriate safeguards such as Standard Contractual Clauses or other lawful transfer mechanisms as required by applicable laws.

6. Individual Rights

- a. We will respect the rights of individuals under applicable data protection laws, including but not limited to the right to access, correct, delete, restrict processing, object to processing, and portability of personal information.
- b. We will provide individuals with mechanisms to exercise their rights and respond to their requests in a timely and compliant manner.

7. Breach Notification

- a. In the event of a data breach that may result in a risk to the rights and freedoms of individuals, we will promptly assess and notify the appropriate authorities and affected individuals, in accordance with applicable laws and regulations.

Conclusion

DMC Sport is committed to protecting personal information. We will take all reasonable steps to collect, use, and disclose personal information in a lawful and ethical manner, and to protect it from misuse, interference, loss, and unauthorised access, modification, or disclosure.