



EVER LODGES & CAMPS PTY LTD

Privacy Policy

Effective date: 24th May 2026

1. About this Privacy Policy

Ever Lodges & Camps Pty Ltd ACN 678 802 303, together with its related bodies corporate and related entities where applicable, is referred to in this Privacy Policy as Ever, we, us and our.

We respect your privacy and are committed to handling personal information responsibly, transparently and in accordance with the Privacy Act 1988 (Cth), including the Australian Privacy Principles.

This Privacy Policy explains how we collect, hold, use and disclose personal information when you use our website at www.ever.au, make an enquiry, make or manage a booking, stay with us, participate in experiences or activities connected with your stay, communicate with us, subscribe to our communications, or otherwise deal with Ever.

It also explains how you can access and correct your personal information, make a privacy complaint, and contact us about privacy matters.

Where the General Data Protection Regulation, UK GDPR or another overseas privacy law applies to your interaction with us, we will take reasonable steps to comply with those laws in addition to our Australian privacy obligations.

2. Personal information we collect

Personal information means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not and whether it is recorded in a material form or not.

The kinds of personal information we collect depend on your relationship with us and may include:

- name, title, date of birth, gender, nationality and preferred language;
- contact details, including email address, phone number, postal address and billing address;
- booking, accommodation, arrival, departure, transfer and stay preference information;
- guest profile information, including stay history, preferences, special occasions and service requests;
- dietary requirements, allergies, accessibility needs, mobility information, medical or health information that is relevant to your stay, safety, wellbeing or participation in activities;
- emergency contact information and details of parents, guardians or responsible adults where relevant;
- identification information where reasonably needed for identity verification, booking, security, legal, regulatory or operator requirements;
- payment and transaction information, including payment method, billing details and records of amounts paid or payable;
- communications with us, including enquiries, feedback, complaints, survey responses and reviews;
- marketing preferences, subscription status and interactions with our emails, advertisements and website;
- website and device information, including IP address, browser type, device identifiers, pages visited, session information, cookie identifiers and similar online tracking information;
- images, videos or testimonials where you provide them to us or consent to their use;
- information about suppliers, partners, agents and service providers, including contact details, business details, insurance information, service details, rates and availability;
- employment, contractor or recruitment information if you apply for work with us or provide professional services to us.

3. Sensitive information

Sensitive information includes information about health, racial or ethnic origin, religious beliefs, sexual orientation, biometric information and other categories defined by the Privacy Act.

We only collect sensitive information where it is reasonably necessary for our functions or activities and where we have your consent, or where collection is otherwise allowed by law. In an accommodation and hospitality context, sensitive information may include health information, dietary requirements, allergies, accessibility needs, mobility information, medical requirements, emergency support needs or cultural requirements that help us provide a safe and appropriate stay.

We will only use or disclose sensitive information for the purpose for which it was collected, a directly related purpose you would reasonably expect, or as otherwise permitted by law. We do not use sensitive information for direct marketing.

4. How we collect personal information

Where reasonable and practicable, we collect personal information directly from you. We may collect personal information when you:

- visit our website or submit an enquiry form;
- contact us by phone, email, social media, live chat, messaging service or in person;
- make, confirm, amend or manage a booking;
- stay with us or participate in an experience or activity connected with your stay;
- complete a guest form, waiver, survey, competition entry or feedback request;
- subscribe to our marketing communications;
- interact with our online advertising, social media accounts or digital content;
- provide services to us, partner with us or apply to work with us.

We may also collect personal information from third parties where it is unreasonable or impracticable to collect it directly from you, or where you have authorised the third party to provide it. These third parties may include:

- booking agents, travel advisers, concierge providers and reservation platforms involved in your stay;
- another person making a booking or enquiry on your behalf;
- other guests staying or travelling with you;
- accommodation, transport, guiding, activity, hospitality, wellness and experience partners connected with your stay;
- payment processors, fraud prevention providers and verification services;
- marketing, analytics, advertising, CRM and website technology providers;
- public sources, social media platforms or review platforms where you have made information publicly available;
- referees, recruitment agencies or previous employers if you apply for work with us.

If you provide personal information about another person, such as another guest included in your booking, you must take reasonable steps to make that person aware that you are providing their information to us, the purpose for doing so, and that they may access this Privacy Policy.

5. Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information for purposes connected with operating Ever and delivering our accommodation, hospitality and guest experience services. These purposes include:

- responding to enquiries and providing information about Ever;
- creating, managing and confirming bookings, stays, transfers and related arrangements;
- tailoring guest experiences, including dietary, accessibility, health, safety, comfort and preference requirements;
- communicating with guests, agents, suppliers and partners before, during and after a stay;
- processing payments, refunds, invoices and related transactions;
- managing safety, security, risk, incidents, insurance and emergency responses;
- meeting legal, regulatory, accounting, taxation, record keeping and reporting obligations;

- managing feedback, reviews, competitions, promotions, surveys and complaints;
- operating our website, platforms, systems and digital communications;
- improving our properties, guest experience, services and business operations;
- performing data analysis, reporting, research, planning and business improvement;
- conducting marketing and promotional communications, where permitted by law or with consent where required;
- managing supplier, contractor, employment and business relationships;
- protecting our rights, property, guests, personnel and business operations;
- any other purpose required or authorised by law, or for which you have consented.

6. Direct marketing

We may use your personal information to send you news, offers, invitations, travel inspiration, updates and other marketing communications where you have consented to receive them or where we are otherwise permitted by law to do so.

We may send marketing by email, SMS, phone, mail, social media, online advertising or other channels. We may also use advertising platforms to show interest based advertising to audiences that may include people who have interacted with our website, content or communications.

You can opt out of marketing communications at any time by using the unsubscribe function in an email, changing your communication preferences where available, or contacting us using the details at the end of this Privacy Policy. We will continue to send service related communications where necessary, such as booking confirmations, safety information, transaction notices and operational updates.

If we use personal information for direct marketing and you ask us to identify the source of that information, we will take reasonable steps to respond unless it is impracticable or unreasonable to do so.

7. Cookies, analytics and online tracking

Our website may use cookies, pixels, tags, scripts, software development kits, local storage and similar technologies. These technologies help our website function, remember preferences, measure performance, understand user behaviour, improve content, support security and deliver relevant advertising.

The technologies we use may include:

- strictly necessary technologies that support website functionality, security, forms, bookings and page delivery;
- preference technologies that remember your settings and improve your browsing experience;
- analytics technologies, such as Google Analytics or similar tools, that help us understand website traffic and user behaviour;
- advertising and remarketing technologies, such as Google, Meta, LinkedIn, Pinterest or similar platforms, that help us measure campaigns and show relevant advertising;
- CRM and email marketing technologies that help us understand engagement with our website and communications where you have identified yourself to us;
- testing and optimisation technologies that help us improve website content and performance.

Some third party technology providers may combine information collected through our website with other information they hold, subject to their own privacy policies and settings. You can manage cookies through your browser settings and, where available, through privacy or advertising settings provided by the relevant platform. Blocking some cookies may affect website functionality.

Our website may be protected by Google reCAPTCHA or similar security tools. Use of those tools is subject to the relevant provider privacy policy and terms.

8. When we disclose personal information

We may disclose personal information to:

- our related bodies corporate and related entities;
- booking agents, travel advisers, concierge providers and reservation platforms involved in your enquiry or booking;
- accommodation, transport, guiding, activity, hospitality, wellness, medical, safety and experience providers connected with your stay;
- payment processors, banks, card schemes, fraud prevention providers and debt collection providers;
- IT, website, cloud hosting, data storage, booking system, CRM, email marketing, analytics, advertising, customer service and business software providers;
- professional advisers, including lawyers, accountants, auditors, insurers and consultants;
- government agencies, regulators, law enforcement bodies, courts, tribunals and emergency services where required or authorised by law;
- prospective purchasers, investors, financiers or advisers in connection with a business sale, restructure, merger, acquisition, financing or transfer of assets;
- any other person or organisation where you have consented, where disclosure is necessary to provide our services, or where disclosure is required or authorised by law.

We take reasonable steps to ensure that third parties who handle personal information for us are subject to appropriate confidentiality, privacy, security and use restrictions.

9. Overseas disclosures

We may disclose personal information to overseas recipients where this is necessary for our services, business operations or technology systems. Overseas recipients may include booking, payment, reservations, customer service, cloud hosting, software, analytics, advertising, support, consulting and other service providers.

The countries in which overseas recipients are likely to be located may include the United States, the United Kingdom, member states of the European Union, New Zealand, and any country relevant to your booking, stay, transfer arrangements, activity arrangements or support services.

Before disclosing personal information to an overseas recipient, we will take reasonable steps to ensure that the recipient does not breach the Australian Privacy Principles in relation to that information, unless an exception under the Privacy Act applies. We may remain accountable under the Privacy Act for how an overseas recipient handles personal information in some circumstances.

Where we rely on your consent to an overseas disclosure in circumstances where the Australian Privacy Principle 8 accountability framework may not apply, we will seek to make that clear at the time consent is requested.

10. Holding and protecting personal information

We may hold personal information in electronic systems, cloud platforms, email systems, databases, booking systems, document repositories and secure physical records.

We take reasonable steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. These steps may include access controls, password protection, staff training, secure systems, encryption where appropriate, supplier due diligence, confidentiality obligations, monitoring, physical security and procedures for handling suspected data incidents.

No method of transmission or storage is completely secure. If you send information to us electronically, you do so at your own risk, although we take reasonable steps to protect information once we receive it.

11. Retention and deletion

We retain personal information for as long as it is reasonably needed for the purposes for which it was collected, including to provide services, manage guest relationships, comply with legal and accounting obligations, resolve disputes, protect our rights, support insurance and governance requirements, prevent fraud and maintain business records.

When personal information is no longer required and we are not legally required or entitled to retain it, we will take reasonable steps to destroy it or de identify it.

12. Notifiable Data Breaches

If we become aware of a data breach involving personal information, we will assess the incident and take appropriate steps to contain, investigate and respond to it. Where the Privacy Act requires notification because an eligible data breach has occurred, we will notify affected individuals and the Office of the Australian Information Commissioner as required by law.

13. Accessing and correcting your personal information

You may request access to personal information we hold about you. You may also ask us to correct personal information if you believe it is inaccurate, out of date, incomplete, irrelevant or misleading.

We will respond to access and correction requests within a reasonable period. We may need to verify your identity before responding. In some cases, we may refuse access or correction where the Privacy Act allows us to do so. If we refuse a request, we will provide written reasons unless it would be unreasonable or unlawful to do so, and we will explain available complaint pathways.

14. Privacy complaints

You may contact us if you have a concern or complaint about how we have handled personal information or if you believe we have breached the Australian Privacy Principles, the Privacy Act or another applicable privacy law.

Please include enough information for us to understand and investigate your concern. We will acknowledge your complaint within a reasonable time and aim to respond after considering the issues raised. In some cases, we may need to discuss your concern with you or ask for more information.

If you are not satisfied with our response, or if you do not receive a response within a reasonable period, you may contact the Office of the Australian Information Commissioner. The OAIC can be contacted through www.oaic.gov.au.

15. Children and young people

Ever provides accommodation and guest experience services that may involve children or young people staying with parents, guardians or other responsible adults. We do not knowingly collect personal information directly from children for marketing purposes without appropriate consent.

Where information about a child or young person is needed for a booking, stay, activity, dietary requirement, safety requirement, medical requirement or guest service request, we expect that information to be provided by a parent, guardian or authorised adult. We will handle that information with care and only for appropriate purposes connected with the booking, stay, experience, safety or legal obligations.

16. Automated decision making

We do not currently use computer programs to make decisions, or to do things substantially and directly related to making decisions, that we reasonably expect would significantly affect the rights or interests of individuals.

If this changes, we will update this Privacy Policy to include the kinds of personal information used in those computer programs and the kinds of decisions made or substantially assisted by those programs, in line with Privacy Act requirements applying from 10 December 2026.

17. European privacy rights

If you are located in the European Economic Area or the United Kingdom and the GDPR or UK GDPR applies to our handling of your personal information, you may have additional rights, including rights to lodge a complaint with a supervisory authority, request access, correction, erasure, restriction or objection in certain circumstances, and request data portability.

Where we rely on consent for GDPR purposes, you may withdraw that consent at any time. Withdrawal will not affect processing that occurred before the withdrawal. In some cases, withdrawing consent may affect our ability to provide requested services.

18. Third party websites and platforms

Our website and communications may include links to third party websites, booking tools, payment services, social media platforms, maps, videos or other external services. We are not responsible for the privacy practices or content of those third parties. You should review the relevant third party privacy policy before providing personal information to them.

19. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, technology, legal obligations, services or privacy practices. The current version will be published on our website. The effective date at the top of this Privacy Policy shows when it was last updated.

20. Contact us

For privacy enquiries, access or correction requests, complaints, consent withdrawals, marketing opt outs or questions about this Privacy Policy, please contact:

Privacy Officer
Ever Lodges & Camps Pty Ltd
Level 1, 262 Marion Road
Netley SA 5037
Australia
Phone: 1300 868 682
Email: hello@ever.au