

Privacy Policy

Intent Scale Pty Ltd, trading as INTENT or INTENT SCALING, respects the privacy of the individuals and organisations we work with. This policy explains how we collect, hold, use, disclose and protect personal information.

01 About this Privacy Policy

Intent Scale Pty Ltd, trading as INTENT or INTENT SCALING (INTENT, INTENT Scaling, we, us or our), respects the privacy of the individuals and organisations we work with. This Privacy Policy explains how we collect, hold, use, disclose and protect personal information when you interact with INTENT, including when you:

- visit our website
- submit an enquiry or contact us
- subscribe to our communications
- attend an INTENT event, workshop or presentation
- access our demonstrations, portals or Autonomy Showroom
- engage INTENT to provide services
- interact with us as a client, prospective client, supplier, contractor or business partner
- otherwise communicate or do business with us

OUR COMMITMENT

Where the Privacy Act 1988 (Cth) and Australian Privacy Principles apply to INTENT or to a particular activity, we will handle personal information in accordance with those requirements. We otherwise aim to apply responsible and commercially appropriate privacy practices to the information entrusted to us.

02 What information do we collect?

The information we collect depends on the nature of your interaction with INTENT.

2.1 Information you provide to us

We may collect information including:

- your name
- organisation name
- telephone number
- information contained in enquiries, correspondence or communications with us
- information supplied when accessing or personalising the Autonomy Showroom or other demonstration environments
- information relating to a proposed or existing
- job title and role
- email address
- business address
- information provided when registering for events, workshops, demonstrations or other INTENT experiences
- billing and administrative contact information
- any other information you voluntarily provide to us

engagement with INTENT

Where our website or demonstration environments allow you to provide organisation information or upload an organisation logo, we may also collect and store that information for the purpose of providing the requested experience.

2.2 Client and project information

INTENT provides Business Autonomy Engineering, operational design, workflow engineering, custom software, systems integration, data and AI-related services. In delivering these services, clients may provide INTENT with access to business information, systems, documents, databases, workflows, communications or other information required for the engagement.

This information may incidentally include personal information relating to a client's employees, customers, suppliers, contractors or other individuals. Where INTENT handles personal information on behalf of a client, we will use that information for the purpose of delivering the agreed services and in accordance with our contractual obligations, the client's authorised instructions and any applicable legal requirements. Client information is treated as confidential information in accordance with the relevant engagement arrangements.

2.3 Sensitive information

INTENT does not generally seek to collect sensitive information about individuals unless it is reasonably necessary for a particular engagement or has been provided to us as part of information supplied by a client. Where sensitive information is provided to us,

we will take reasonable steps appropriate to the circumstances to protect that information and restrict its use to the purpose for which it was provided.

2.4 Information collected through our website

When you access INTENT's website or digital services, certain technical information may be collected automatically, including:

- IP address
- device type
- pages visited
- date and time of access
- browser type
- operating system
- referring website
- information about how you interact with our website

This information is generally used to operate, secure and improve our website and to understand how visitors interact with our content.

2.5 Cookies and analytics

Our website may use cookies and similar technologies to provide website functionality, understand website usage, remember preferences and improve our digital services. We may also use third-party analytics, marketing or website technology providers. These providers may collect information through cookies or similar technologies in accordance with their own privacy policies.

You can generally control or disable cookies through your browser settings. Disabling cookies may affect the operation of some website features.

03 How do we collect information?

We generally collect personal information directly from you, including through:

- website forms
- email and telephone communications
- meetings and workshops
- event registrations
- proposal and contracting processes
- demonstrations and digital portals
- subscriptions and downloads
- client engagements
- social media interactions
- other communications with INTENT

We may also receive information from your organisation, our clients, authorised representatives, professional advisers, referral partners, publicly available sources, or third-party service providers where appropriate.

04 Why do we collect and use information?

We may collect, hold and use information for purposes including:

- responding to enquiries
- communicating with clients and prospective clients
- assessing potential engagements
- providing our services
- designing, developing, implementing and supporting technology and operational solutions
- conducting workshops, demonstrations, presentations and events

- providing access to INTENT's Autonomy Showroom and other demonstration environments
- preparing proposals, agreements, invoices and other business documentation
- maintaining and improving our website, services and customer experience
- managing contractual, legal, regulatory and risk requirements
- analysing aggregated or de-identified business information
- any other purpose disclosed to you at the time information is collected or otherwise authorised by you
- managing our client and business relationships
- administering our business and providing support
- maintaining the security and integrity of our systems
- maintaining appropriate business records
- communicating information about INTENT's services, events, insights and content where appropriate

We will not use confidential client information for an unrelated purpose without appropriate authorisation.

05 Direct marketing and communications

If you provide your contact details to INTENT, we may communicate with you regarding your enquiry, relationship with us, our services, events, articles, insights or other information that we believe may be relevant to you.

You may opt out of marketing communications at any time by using the unsubscribe option contained in an email or by contacting us. Operational, contractual, administrative or service-related communications may still be sent where they are necessary for an existing relationship or engagement.

INTENT does not sell personal information to third parties for their own marketing purposes.

06 How do we store and protect information?

INTENT may hold information electronically and, where necessary, in physical records. We use business systems, cloud-based platforms and service providers to operate our business and deliver our services.

We take reasonable steps appropriate to the nature of the information we hold to protect it against misuse, interference, loss, unauthorised access, modification or disclosure. These measures may include, as appropriate:

- controlled access to systems and information
- secure business and cloud platforms
- access permissions based on business requirements
- technical and organisational safeguards appropriate to the systems being used
- authentication and account security controls
- confidentiality obligations
- system backups and recovery measures

Access to client or personal information is limited to employees, contractors and service providers who require access for legitimate business or project purposes. No system of electronic transmission or storage can be guaranteed to be completely secure. Accordingly, while INTENT takes reasonable precautions, we cannot guarantee absolute security.

07 Who may we disclose information to?

Where reasonably necessary for the purposes described in this Policy, information may be disclosed to:

- INTENT employees, directors and authorised contractors
- professional advisers, including accountants, lawyers and insurers
- a client where the information relates to services being provided for that client
- parties involved in a corporate transaction, restructuring, acquisition or sale of all or part of our business
- technology, hosting, cloud, communications and software providers
- suppliers and service providers assisting INTENT in operating its business
- government, regulatory, law enforcement or other authorities where required or authorised by law
- another party where you have authorised or consented to the disclosure

Third-party service providers may only require access to information to the extent necessary to provide services to INTENT. **We do not sell personal information.**

08 Overseas processing and service providers

Some technology and cloud service providers used by INTENT may operate infrastructure, support services or data processing facilities outside Australia. As a result, information may in some circumstances be stored, accessed or processed outside Australia.

The locations involved may vary depending on the service provider and technology used. Where appropriate, INTENT takes reasonable steps to select reputable providers and manage the handling of information in accordance with our contractual, confidentiality and security requirements. Where a client engagement has specific data residency or processing requirements, those requirements may be addressed separately as part of the engagement.

09 Retention of information

INTENT retains information for as long as reasonably necessary for the purposes for which it was collected, including:

- delivering services
- maintaining client and business records
- meeting contractual obligations
- resolving disputes
- maintaining appropriate financial and corporate records
- protecting legitimate business interests
- complying with applicable legal or regulatory requirements

When information is no longer reasonably required, we may delete, destroy or de-identify it where appropriate. Different retention periods may apply to information held as part of a client

engagement depending on the nature of the project, contractual requirements and the systems involved.

10 Accessing or correcting your information

You may contact INTENT if you would like to:

- request access to personal information we hold about you
- ask us to correct inaccurate or incomplete personal information
- request deletion of personal information where appropriate

We will consider requests having regard to the nature of the information, our contractual and legal obligations and any legitimate requirement to retain the information. We may need to verify your identity before providing access to or changing personal information.

11 Anonymous interactions and pseudonyms

Where it is practical, you may interact with INTENT without identifying yourself or by using a pseudonym. However, we will generally need to know who you are when entering into a business relationship, providing professional services, conducting an engagement, issuing contractual documentation or where identification is otherwise reasonably necessary.

12 Third-party websites and social media

INTENT's website may contain links to websites, platforms and services operated by third parties. INTENT does not control the

privacy practices of those third parties. Their collection and handling of information is governed by their own privacy policies and terms.

INTENT also maintains profiles and content on social media platforms. Information provided to or collected by those platforms is subject to the privacy practices of the relevant platform.

13 Privacy enquiries and complaints

If you have a question or concern about how INTENT has handled your personal information, please contact us. We will review privacy concerns and respond within a reasonable period having regard to the nature of the enquiry.

Where the Privacy Act applies and you are not satisfied with our response, you may also have the right to contact the Office of the Australian Information Commissioner (OAIC).

14 Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, services, technology, information-handling practices or legal requirements. The current version will be published on our website and the effective date updated accordingly.

15 Contact us

Privacy enquiries, requests and complaints can be directed to INTENT through our website contact details.

ENTITY

Intent Scale Pty Ltd trading as
INTENT

ADDRESS

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CONTACT

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