

AGRITOURISM TRAINING ACADEMY

Privacy Policy

January 2026

Agritourism Training Academy (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and disclose personal information when you visit our website, enquire about our services, or enrol in our self-paced training.

1) What personal information we collect

The types of personal information we may collect include:

Identity and contact details

- Name
- Email address
- Phone number
- Business/farm name (if provided)
- Location/region (if provided)

Enrolment and course information

- Enrolment/purchase status
- Course access details
- Progress/completion information (where applicable)
- Support requests and communications you send us

Payment information

Payments are processed through third-party providers (Stripe and PayPal). We do not typically store full payment card details on our own systems.

Website and device information

- IP address
- Browser type and device information
- Pages viewed and actions taken on our website
- Cookies and analytics data (see section 8)

Information you choose to provide

You may also choose to share information such as your agritourism goals, farm type, visitor plans, and other details through forms, emails, surveys, or community discussions (if used).

AGRITOURISM TRAINING ACADEMY

Privacy Policy

2) How we collect personal information

We may collect personal information:

- When you fill out forms (e.g., Contact Us, enrolment, waitlists, lead magnet downloads)
- When you purchase the course
- When you email, message, or contact us for support
- If you participate in community discussions (if we operate a community)
- Automatically through your use of our website (cookies/analytics)

3) Why we collect, use, and disclose personal information

We collect and use personal information to:

- Provide access to our training and related resources
- Process enrolments and payments
- Communicate with you about your enrolment, updates, support, or administration
- Improve our course content, website, and learner experience
- Send marketing communications (where permitted) – you can opt out at any time
- Comply with legal obligations and resolve disputes

4) Marketing communications

If you subscribe, download a resource, enquire, or purchase from us, we may send relevant updates and information.

You can opt out at any time by:

- Using the unsubscribe link in our emails, or
- Contacting us at through our contact page or via email.

5) How we store and protect personal information

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification, or disclosure. These steps may include:

- Access controls and secure systems
- Using reputable third-party platforms with security features
- Limiting access to information to those who need it for delivery and support

No online system is completely secure. If we become aware of a serious data breach, we will respond as required by law.

AGRITOURISM TRAINING ACADEMY

Privacy Policy

6) Third-party services we use

We use trusted third-party services to help run the Academy, including:

- Go High Level (for customer relationship management, forms, communications, and workflow automation)
- Stripe and PayPal (for payment processing)
- Website hosting, analytics tools, and email/SMS services connected to the above systems (where applicable)

These providers may handle personal information on our behalf to enable us to deliver services, communicate with you, and process payments.

7) When we disclose personal information

We may disclose personal information to:

- Our platforms and service providers (such as Go High Level, Stripe, PayPal) to deliver services
- Contractors who support administration or customer service (if used)
- Professional advisers (e.g., accountants, legal advisers)
- Regulators or law enforcement where required or authorised by law

We do not sell your personal information.

8) Overseas disclosure

Some third-party services we use may store or process data on servers located outside Australia (depending on the provider and how services are configured).

Where we disclose personal information overseas, we take reasonable steps to ensure it is handled in a way that is consistent with this Privacy Policy and applicable privacy laws.

If you would like details of the countries where your information may be stored, contact us via email or through our contact us page.

9) Cookies and analytics

We may use cookies and similar technologies to:

- Help our website function properly
- Understand how people use our website
- Improve content and user experience
- Measure marketing performance

You can usually control cookies through your browser settings. Some site features may not function correctly if cookies are disabled.

AGRITOURISM TRAINING ACADEMY

Privacy Policy

10) Facebook community (if/when we operate one)

If we operate a private Facebook community for learners:

- Participation is optional
- Anything you post (comments, photos, questions) may be visible to other group members
- Facebook's own Privacy Policy and platform settings will also apply

We recommend you avoid sharing sensitive personal information in any community setting.

11) Accessing and correcting your information

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

To request access or correction, contact us via email

12) Complaints

If you have a concern about how we handle personal information, please contact us and we will respond within a reasonable timeframe.

Agritourism Training Academy (ABN 14 039 494 186)

13) Third-party links

Our website or training may include links to third-party websites (for example, tourism organisations, partners, or tools). We are not responsible for the privacy practices of those websites.

We recommend reviewing their privacy policies.

14) Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be published on our website with the updated date.