

Privacy Policy

1. This policy describes what data HitIQ collects and how that data will be used. It is intended to provide transparency and assurance. HitIQ is an Australian company and provides this policy in compliance with the Privacy Amendment (Enhancing Privacy Protection) Act 2012, which amends the Privacy Act 1988.
2. This policy may be superseded by a similar policy agreed to as part of the contract of sale.
3. HitIQ will collect and hold the following types of Personal Information:
 1. Directory Information, such as
 1. Name
 2. Date of Birth
 3. Employer and/or Education provider
 4. Profile Imagery
 2. Normative and Categorical Information, such as
 1. teams
 2. playing positions
 3. playing and training session times, dates and locations
 3. Biometric Information such as
 1. head scans and geometries
 2. mouth scans and geometries
 4. Kinematic and biometric measurements from the Nexus A9 product
4. This information is collected through:
 1. An initial collection process as part of the contract of sale
 2. Entry and update in the HitIQ Mobile Device App and/or HitIQ Web App

3. The use of the Nexus A9 instrumented mouthguard product
5. Personal information is held
 1. In the Nexus A9 instrumented mouthguard, until such time as a transfer to the Nexus Cloud is confirmed;
 2. In the Nexus Cloud, comprised of storage and processing in one or more locales as defined in the contract of sale
 3. In the HitIQ Mobile Device App and/or HitIQ Web App
6. The Personal Information will be used for the following purposes:
 1. Provision of detection and surveillance services for sports-induced mild traumatic brain injuries
 2. Provision of normative/informative reports on injury and impact metrics to the player and their club
 3. Provision of normative/informative reports on injury and impact metrics to the federation or league to which the club belongs
 4. The continuing improvement of HitIQ classification and processing algorithms
7. An individual may seek to access and correct their Personal Information by
 1. Contacting the individual in their organisation nominated as the Primary Contact in the HitIQ contract of sale
 2. Contacting privacy@hitiq.com directly
8. Any queries or complaints regarding the handling of an individual's Personal Information should be directed to privacy@hitiq.com
9. HitIQ undertakes to respond to the query or complaint within 48 hours
10. If the individual is unhappy with HitIQ's response, they may choose to file a complaint with the Office of the Australian Information Commissioner (<https://www.oaic.gov.au/>)
11. HitIQ may disclose the Personal Information to entities overseas for the purposes listed above. These countries are likely to include at least
 1. The United States of America

12. The Personal Information continues to be owned by the customer, including in the case of bankruptcy or other end-of-life conditions.
13. The customer may choose to have their Personal Information removed from HitIQ systems, where
 1. Such removal doesn't conflict with HitIQ's obligations under data retention laws and
 2. The Personal Information has not formed the basis of an academic publication for which source retention requirements are currently outstanding
14. HitIQ may continue to store the Personal Information indefinitely, except where alternative end-of-life arrangements are specified in the contract of sale.