

# Swift Performance — Privacy Policy

## SWIFT PERFORMANCE

### PRIVACY POLICY

**Issue date:** May 2026

**Swift Performance Pty Ltd** (ABN 42 071 744 020) (“Swift Performance”, “we”, “us”, “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, disclose, and otherwise handle personal information in accordance with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (APPs).

Where we deal with individuals in the European Economic Area (EEA) or United Kingdom, we also comply with the requirements of the EU General Data Protection Regulation (GDPR) and UK GDPR as applicable.

This policy applies to our website at **swiftperformance.com**, our Swift Labs platform at **labs.swiftperformance.com**, our hardware products, and all related services (collectively, our “Services”).

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## 1. About Us

Swift Performance Pty Ltd is an Australian sports-technology company that designs and manufactures performance testing equipment and sports science software. Our products include APEX Force Plates, EZEJUMP contact mats, DynaSled friction-resistance sleds, Timing Gates, and the Swift Labs SaaS platform.

**Registered address:** Queensland, Australia **Email:** sales@swiftperformance.com **Phone:** +61 (07) 2111 8119

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## 2. What Personal Information We Collect

The personal information we collect depends on how you interact with us. It may include:

### Contact and identity information

- Full name, job title, and organisation name
- Email address, phone number, and mailing/billing address
- Country and region

### Account information

- Swift Labs username and password (stored in hashed form)
- Subscription plan and billing details
- Coach and athlete profile data entered into Swift Labs

**Transaction and commercial information**

- Purchase history, order details, and invoices
- Hardware serial numbers and warranty registration details
- Payment method details (processed via our payment gateway; we do not store full card numbers)

**Technical and usage information**

- IP address, browser type, and operating system
- Pages visited, session duration, and referral source (collected via analytics cookies — see our Cookie Policy)
- Device identifiers for mobile or app-based access

**Performance and training data**

- Athlete performance results recorded via Swift Labs (force, velocity, jump height, sprint times, etc.)
- Training session logs and coach-assigned protocols
- This data is entered by you or your organisation and is processed on your behalf

**Communications**

- Enquiries submitted via our contact form or email
- Support requests and correspondence
- Marketing preferences and opt-in/opt-out records

We collect personal information directly from you, from your organisation (if you are an athlete whose coach manages your account), and automatically through your use of our website and platform.

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**3. How We Use Your Personal Information**

We use personal information for the following purposes:

**Providing and managing our Services**

- Creating and managing your Swift Labs account
- Processing hardware orders, fulfilling shipments, and managing warranties
- Providing customer support and responding to enquiries

**Billing and payments**

- Processing subscription payments and hardware purchases
- Issuing invoices and managing accounts receivable
- Fraud prevention and credit checking where applicable

**Product improvement and analytics**

- Understanding how our platform and products are used to improve functionality

- Generating anonymised, aggregated performance benchmarks and normative data
- Identifying and resolving technical issues

### Communications

- Sending transactional emails (order confirmations, shipping notifications, subscription receipts)
- Sending product updates, release notes, and support information relevant to your account
- With your consent, sending marketing communications about new products, features, events, and offers

### Legal and compliance obligations

- Complying with Australian tax, corporate, and consumer law obligations
  - Responding to lawful requests from regulatory bodies or law enforcement
  - Enforcing our Terms and Conditions, EULA, and other agreements
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## 4. Legal Basis for Processing (GDPR)

For individuals in the EEA or UK, we rely on the following legal bases:

- **Contract:** Processing necessary to fulfil your subscription or purchase agreement
  - **Legitimate interests:** Analytics, security, fraud prevention, and product improvement where these do not override your rights
  - **Legal obligation:** Compliance with applicable laws and regulations
  - **Consent:** Marketing communications and non-essential cookies (you may withdraw consent at any time)
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## 5. How We Store and Protect Your Information

We store personal information on secure servers located in Australia and, where our third-party service providers operate internationally, in jurisdictions with adequate data protection frameworks.

We implement appropriate technical and organisational security measures including:

- Encryption of data in transit (TLS) and at rest
- Access controls and role-based permissions within Swift Labs
- Regular security assessments and vulnerability testing
- Staff training on data handling obligations

While we take all reasonable precautions, no data transmission over the internet is guaranteed to be 100% secure. If you believe your account has been compromised, please contact us immediately at [sales@swiftperformance.com](mailto:sales@swiftperformance.com).

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## 6. How Long We Keep Your Information

We retain personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law:

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Data Type	Retention Period
Account and subscription data	Duration of subscription + 7 years
Transaction and billing records	7 years (Australian tax law)
Athlete performance data	Duration of account + 3 years, or until deletion requested
Support and correspondence	3 years from last contact
Marketing opt-in records	Until opt-out + 3 years
Website analytics data	26 months (rolling)

When retention periods expire, we securely delete or anonymise personal information.

## 7. Disclosure of Personal Information

We do not sell, rent, or trade your personal information. We may share it in the following circumstances:

### Within your organisation

If you are an athlete, your coach or trainer may have access to your performance data within Swift Labs, provided you have been enrolled in their organisation's account.

### Service providers and processors

We engage trusted third-party service providers who process data on our behalf, including:

- Cloud hosting and infrastructure providers
- Payment processing gateways
- Email delivery and CRM platforms
- Analytics services (e.g., Google Analytics)
- Shipping and logistics providers

All service providers are contractually bound to handle your data only as instructed and in accordance with applicable privacy law.

### Legal and regulatory requirements

We may disclose personal information where required by law, court order, or lawful request from a regulatory or government authority.

### Business transfers

If Swift Performance Pty Ltd is involved in a merger, acquisition, or asset sale, personal information may be transferred as part of that transaction. We will notify you before your data is transferred and becomes subject to a different privacy policy.

## 8. International Transfers

Swift Performance is an Australian company. Some of our service providers are located overseas (including in the United States and the European Union). Where we transfer personal informa-

tion outside Australia, we take steps to ensure the recipient provides privacy protections at least equivalent to the APPs, including through contractual arrangements.

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## 9. Your Privacy Rights

### All users

- **Access:** You may request a copy of the personal information we hold about you.
- **Correction:** You may ask us to correct inaccurate or outdated information.
- **Deletion:** You may request deletion of your personal information, subject to our legal retention obligations.
- **Marketing opt-out:** You may unsubscribe from marketing communications at any time using the unsubscribe link in any email or by contacting us directly.

### EEA and UK users (GDPR)

In addition to the above, you have the right to:

- Restrict or object to certain processing activities
- Data portability (receive your data in a structured, machine-readable format)
- Withdraw consent at any time where processing is based on consent
- Lodge a complaint with your local data protection authority

To exercise any of these rights, please contact us at [sales@swiftperformance.com](mailto:sales@swiftperformance.com). We will respond within 30 days. We may need to verify your identity before processing your request.

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## 10. Children's Privacy

Our Services are not directed to children under the age of 15. We do not knowingly collect personal information from children without verifiable parental or guardian consent. If you believe we have inadvertently collected information from a child, please contact us and we will take steps to delete it promptly.

Note: Swift Labs is used by coaches who may manage athlete data for minors. In this case, the coach or their organisation is responsible for obtaining appropriate consent on behalf of the athlete's parent or guardian.

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## 11. Cookies and Tracking

We use cookies and similar tracking technologies on our website. Please refer to our separate **Cookie Policy** for full details on the types of cookies we use, how to manage them, and how to opt out.

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## 12. Third-Party Links

Our website and platform may contain links to third-party websites. This Privacy Policy does not apply to those sites. We encourage you to review the privacy policies of any third-party sites you

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visit.

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### 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or for other operational reasons. When we make material changes, we will update the issue date at the top of this document and, where appropriate, notify you by email or via a prominent notice on our website.

We encourage you to review this policy periodically.

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### 14. Complaints

If you have a concern about how we have handled your personal information, please contact us in the first instance at:

**Email:** sales@swiftperformance.com **Phone:** +61 (07) 2111 8119

We will acknowledge your complaint within 5 business days and endeavour to resolve it within 30 days.

If you are not satisfied with our response, you may lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**:

- **Website:** www.oaic.gov.au
- **Phone:** 1300 363 992

EEA or UK users may also contact their local supervisory authority.

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### 15. Contact Us

For any privacy-related questions, requests, or concerns:

**Swift Performance Pty Ltd** ABN 42 071 744 020

**Email:** sales@swiftperformance.com **Phone:** +61 (07) 2111 8119 **Website:** swiftperformance.com

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*This Privacy Policy was prepared for Swift Performance Pty Ltd and is intended for informational purposes. It does not constitute legal advice. For specific legal guidance, Swift Performance recommends consulting a qualified Australian legal practitioner.*