

Privacy Policy

How we collect, use, share, store and protect your information

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This policy explains how Khan Steenkamp, trading as Bravo Coaching (ABN 45 459 177 860) (“we”, “us”), handles your personal information, including your health information, in line with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles. Because we provide a health service and hold health information, the Privacy Act applies to us whatever our size.

The key points

- We use your information to coach you and run your account. We never sell it.
- Within Bravo Coaching, only your coach, Khan Steenkamp, can see your information. We share it only as section 5 explains.
- We never post or share your photos, videos or results publicly without your separate written permission.
- Most of your information is stored in Australia (Sydney). Some is handled by service providers overseas, mainly in the United States.
- We keep your information for 7 years after your coaching ends, then delete or de-identify it.

These key points are a summary. If they differ from the numbered sections, the numbered sections apply.

1. What we collect

- **Contact and account details:** your name, email address, display name, profile photo and login details.
- **Contact details for messaging:** your phone number, if you message us on WhatsApp or have video calls with us.
- **Body profile:** your sex, height and age.
- **Onboarding questionnaire:** your goals, training history and lifestyle, and health information such as injuries, medical conditions, and any medications, hormones, supplements or other substances you use or have used.
- **Body and progress data:** bodyweight, body measurements, progress photos, and check-ins (for example sleep, energy, appetite, digestion, steps and wellbeing).
- **Training data:** your workouts, sets, loads and notes, and the exercise videos you upload for form review.
- **Nutrition data:** your meal plans, food logs and food requests.
- **Health markers:** bloodwork results and reports you upload, and readings such as blood glucose and blood pressure that you choose to share.
- **Medical evidence:** reports and certificates you give us for a medical pause or to explain missed check-ins, which may include information about a family member.
- **Coaching records:** our notes, assessments and decisions about your plan.
- **Messages:** your messages with your coach, and anything you post in team chat.
- **Billing information:** your plan, payment history and billing address. Card and bank details are collected and held by our payment provider, Stripe; we never see your full card number.

- **Technical information:** notification tokens, your IP address, device type, app version, time zone and error reports.

2. How we collect it

We collect your information directly from you: when you sign up, complete the onboarding questionnaire, use the app, upload photos, videos or reports, message us, and pay. From Stripe we receive the status of your payments, but not your card or bank details.

3. Your health information

Much of what you share with us is health information, which is sensitive information under the Privacy Act. This includes information about any medications, hormones, supplements or other substances you use, which we treat as highly sensitive. We collect health information only with your consent, which you give when you agree to this policy and each time you choose to provide it. We use it only to coach you safely and effectively. You do not have to provide all of it, but if you do not, we may not be able to coach you safely or fully. You can withdraw your consent at any time, although we may then be unable to keep coaching you.

4. How we use your information

- to design, deliver and adjust your coaching, including your training, nutrition, cardio and supplement plans;
- to review your check-ins, progress, form videos and health markers;
- to communicate with you, including reminders, app notifications and notices about your plan;
- to take payments, manage your plan, and deal with any complaint, dispute or unpaid amount;
- to keep your account secure and the app working; and
- to meet our legal obligations, such as keeping tax records.

We do not sell your information or use it for third-party advertising. We may tell you about our other coaching services, and you can opt out of those messages at any time.

Our app uses software to help us coach you. It uses your check-ins, logs, body data and health markers to suggest or make changes to your training, nutrition, cardio and supplement plans, and uses your payment status to restore your access to the app when a payment goes through. Your coach reviews changes to your coaching.

5. Who can see your information

Within Bravo Coaching, only your coach, Khan Steenkamp, can see your information. We share it only with:

- service providers who host, store or process it for us, including app hosting, video storage, payments, notifications, email, messaging, video calls, and software development and support tools, including AI tools;
- other Bravo Coaching clients, for anything you post in team chat, together with your display name and profile photo;
- our professional advisers, such as our accountant or lawyer;
- a debt collection agency, if you owe us money (contact and billing details only, never health information);
- your bank or card provider, if you dispute a payment (only what shows that you agreed to our Coaching Terms and received your coaching);
- a court, tribunal or regulator, when the law requires or allows it;

- emergency services or a health practitioner, if we reasonably believe it is needed to lessen a serious threat to your life, health or safety; and
- anyone who takes over Bravo Coaching, who must handle your information in line with this policy.

Some providers, such as our payment provider, also use information for their own purposes, such as preventing fraud, under their own privacy policies.

We do not give your details to our partners, such as supplement stores or apparel brands. If you use a partner offer, you deal with that partner directly, under its own privacy policy.

6. Where your information is stored

Most of your information, including your account, questionnaire, check-ins, logs, photos, messages and health markers, is stored in Sydney, Australia.

Some information is handled by service providers overseas, mainly in the United States: the exercise and training videos you upload, payment processing, app notifications (which can include short previews of messages and reminders), email, WhatsApp messages, video calls, and software development and support tools, including AI tools. Payment processing and messaging can also take place in other countries where those providers or the card networks operate. We use established providers and rely on their contractual privacy and security commitments. Exercise demonstration videos in the app may play from YouTube, which has its own privacy policy.

7. How we protect your information

- Encrypted connections between the app and our servers.
- Access controls, so other clients cannot see your information, except what you post in team chat.
- Login sessions on the mobile app are stored in your device's secure storage.
- Payment details are handled entirely by Stripe.

We take reasonable steps to protect your information from misuse, interference, loss, and unauthorised access, change or disclosure. No system is completely secure, however, and we cannot guarantee that a determined criminal attack, or a security failure at one of our service providers, will never succeed. If, despite our reasonable steps, your information is accessed without authorisation because of a criminal act by someone else, or a security failure at a service provider, we are not responsible for that person's or provider's actions. We will act promptly to contain the incident, and if it is likely to cause you serious harm, we will notify you and the Office of the Australian Information Commissioner as the law requires. Nothing in this section limits any right you have under the Privacy Act or any other law.

8. How long we keep it

We keep your information while you are a client and for 7 years after your coaching ends (or 2 years after you last use the app, if you never start coaching). We keep it for that long because we may need it for tax and record-keeping, and to deal with any complaint, dispute or legal claim. We then delete or de-identify it, including copies in backups as they expire. Stripe may keep its own payment records under its own policies.

9. Access, correction and deletion

You can ask to see or correct the information we hold about you at any time by emailing us. Access requests are free. We may need to confirm your identity first, and we will respond within 30 days. If we cannot give you access or make a correction, we will tell you why. You can also ask us to delete your information before the 7

years are up. We will do so, except for information we must keep by law or reasonably need to deal with a payment, dispute or legal claim, which we keep only for that purpose.

10. Complaints

If you have a concern about your privacy, email us. We will acknowledge your complaint within 7 days, look into it, and tell you the outcome within 30 days. If you are not satisfied with our response, you can complain to the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au or on 1300 363 992.

11. Changes to this policy

We may update this policy from time to time. The current version is always available from the link in the app and at checkout, and we will tell you about any significant change by email or in the app.

CONTACT

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