# Privacy Policy

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## 1. About this policy

This privacy policy explains how Pampa Beauty & Wellness ("Pampa", "we", "us", "our") collects, uses, stores, shares and protects your personal information when you use the Pampa mobile application and related services.

Pampa is a two-sided marketplace that connects customers with independent beauty and wellness professionals who travel to customers' homes and other locations. We operate in Sydney and surrounding areas in New South Wales, Australia.

We are bound by the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth). We have written this policy in plain English so you can understand what happens with your information.

## 2. What information we collect

The information we collect depends on whether you use Pampa as a customer, a professional, or both.

### 2.1 Information from all users

When you create a Pampa account using Google or Apple sign-in, we receive:

- Your name
- Your email address (with Apple, this may be a private relay address)
- Your Google profile photo, if you sign in with Google

We also collect:

- Push notification tokens (so we can send you notifications)
- Basic device and operating system information

If you answer our marketing email question, we keep a record of your answer, the words you were shown, where you answered and when.

### 2.2 Information from customers

If you use Pampa as a customer, we may also collect:

- Your phone number
- Your home address and map coordinates, any places you save, and the addresses you have used recently
- A service address for each booking (which may differ from your home address)
- Allergies or sensitivities (see Section 3 — this is health information and handled with extra care)
- Notes on your bookings: your note with a request (see Section 2.10)
- Photos taken before, during and after your service, and any photos you add to a quote request, including a current photo of yourself if you choose to save one
- Allergies or sensitivities you save on your profile, so they can be added to your bookings
- Star ratings and written reviews of professionals
- Which professionals you follow and whose profiles you view

### 2.3 Information from professionals

If you use Pampa as a professional, we may also collect:

- Your name or business name
- Your email address and phone number
- A short bio describing your services
- Your base location and the radius you are willing to travel
- Your weekly availability schedule
- The services you offer, including prices and durations
- Credentials, including your Australian Business Number (ABN), insurance details, certifications, products used, and your chaperone or staff safety policy
- Bank details for receiving payouts: BSB number, account number, account holder name and bank name
- Photos taken during bookings, and photos you add to your Socials gallery
- Your social media handles, if you add them. Your Instagram, TikTok and YouTube show on your public Pampa page only if you turn on Show on your Pampa page; the others are never shown
- For salon accounts: phone numbers, labels, skills and photos for staff members
- Notes you add to bookings, and private notes you keep about your customers (see Section 2.10)

### 2.4 Information collected during service delivery

When a professional marks their status as "on the way" to a booking, the app may record the professional's location to check their distance from the booking address, and keeps recording it while the booking shows "arrived". The customer sees the professional's status, and may see their most recently recorded location on a map while they travel. We stop recording location once the service starts. For salon bookings, no location is recorded.

### 2.5 Payment information

We do not collect or store your credit card or debit card details. Card payments are processed by Stripe, a third-party payment processor. Pampa only receives and stores a reference ID from Stripe to link payments to bookings. Stripe's own privacy policy governs how they handle your card data.

### 2.6 Identity verification information

Professionals must complete identity verification before they can accept bookings. Customers can send a booking request without verifying, but a professional may ask a customer to verify before paying for that booking. Verification confirms that you are the person whose name appears on your account.

The professionals on your bookings can see whether you have verified, shown as a tick beside your name or as "ID not verified yet". They never see your ID, your selfie or the details returned by the provider.

Identity verification is performed either by Pampa staff (manual review) or by a third-party identity verification provider (Persona, Inc.). When the third-party provider is used, the data collected from you for verification includes:

- A photograph of a government-issued photo ID (driver's licence, passport, or similar);
- A selfie photograph or short selfie video;
- Information extracted from your ID by the provider (your name as it appears on the ID, your date of birth, document type and document number, expiry date, issuing state or country).

SENSITIVE AND BIOMETRIC INFORMATION: The selfie and the provider's face-match between your selfie and your photo ID involve biometric information, which is "sensitive information" under the Privacy Act 1988 (Cth). We collect and use this information for the sole purpose of verifying your identity to keep the Pampa community safe. By starting verification, you

consent to Pampa and its third-party provider collecting and processing your government ID and biometric (facial) information for this purpose. If you do not wish to provide this information, you can choose not to verify. As a professional, you won't be able to accept bookings. As a customer, you won't be able to pay for a booking where the professional has asked you to verify.

The selfie, ID image, and biometric face-match are processed by the provider (Persona). Persona is located in the United States, so this information is disclosed to and processed overseas (see Section 5).

We receive a verification result (passed, declined, or further review needed) and a reference ID from the provider. If a verified professional changes their name, we may compare the new name with the name on their verified ID and their ABN, and change it back if it doesn't match. The provider's authenticity checks (document tampering detection, face match against the ID) are performed by the provider and are not visible to Pampa beyond the pass/fail outcome.

A verification lasts one year. After that it expires and you are shown as not verified until you verify again.

We retain the verification result, reference ID, the redacted metadata returned by the provider, and the timestamp of verification on your Pampa account. We do NOT retain the photo ID image or the selfie image on our own systems — those are held by the third-party provider in accordance with their privacy policy. You can request deletion of your verification data as described in Sections 7 and 9, subject to the fraud-prevention retention period in Section 6.

### 2.7 Calendar information (professionals only)

If you are a professional, you can choose to connect an outside calendar (such as Google Calendar, Apple Calendar, or your other booking software) to Pampa. We access it only to see when you are already busy, so we can warn you before you double-book yourself.

- We only ever READ your calendar. We never create, change, or delete anything in it.
- You choose which calendars to connect, and you can disconnect at any time.
- For Google Calendar, we also store the email address of the Google account you connect, so you can tell which account it is. Pampa support can see that address and which type of calendar you connected, to help you set it up. Admins can also see when you're busy, to check booking times work correctly, but never what your events are.
- By default we store only the dates and times you are busy, labelled simply "Busy". Event titles are stored only if you turn that option on yourself.
- Customers never see your busy times or why a time isn't offered. You choose what a busy time does: by default, customers aren't offered those times, or you can choose a heads-up instead and stay bookable.
- When you disconnect a calendar, the information we imported from it is deleted.

You can also add your own entries to Pampa's calendar, such as time you have blocked out. We store what you enter: the title, the date and times, whether it repeats each week, whether it counts as busy and, for a salon, the staff member it is for. We use it to show your calendar, to work out which times customers are offered, and, if you ask for a reminder, to send you a push notification before the entry starts. Customers never see your entries. Admins can see when you're busy, never what an entry is called. You can change or delete an entry at any time.

Pampa's use of information received from Google APIs will follow the Google API Services User Data Policy, including the Limited Use requirements.

### 2.8 Safety features during an appointment

Pampa offers safety features while a booking is under way. They are tools to support your

own judgement. They are not a monitoring or emergency service (see section 12.3 of the Terms of Service). Only authorised Pampa staff see the information they collect, and it is never shown on profiles.

Arrival photos (no longer collected). Until 19 October 2026, customers could take an optional photo when they confirmed the professional's arrival. We no longer ask for or collect these photos. Only authorised Pampa staff can see the ones already taken, and we delete them as set out in section 7.

Check-ins. During appointments of about 30 minutes or more, we ask the customer and the professional, separately, how it is going. We ask again if it runs past the booked time. We record your answer (for example All good or Could be better), any reasons or note you add, and whether a check-in went unanswered. We don't show your answers to the other person. We may use them to give the other person general feedback, in our own words and without identifying you. Pampa staff may follow up on an unanswered check-in or a concern, but we don't guarantee that they will, or how quickly.

Help requests. If you tap Need help with this booking?, we record your request, the booking details and the time. We also record the steps Pampa staff take in response, such as calls made and notes.

Booking photos. Pampa staff may review the photos added to a booking, including any you have hidden from profiles and share links, when looking into a safety report, complaint or dispute.

### 2.9 Ratings of customers

After a completed appointment, the professional (for a salon, the business's account) can rate the customer. A rating is stars, short tags such as On time and ready or Asked to pay outside Pampa, and an optional note that only Pampa staff see. A professional can also tell us they felt unsafe. That goes to Pampa staff as a safety report and is not part of the rating.

When a customer sends a booking request, the professional may see a summary: the average rating and the most common positive tags, once at least three professionals have rated that customer. Until then they may see that the customer is new to Pampa, or how many times they have booked before. They never see an individual rating, a note, or which professional gave it. Customers don't see ratings about them in the app, but can ask us for the information we hold about them (see section 8). Pampa staff can see every rating and may use them when looking into a safety report, complaint or dispute.

### 2.10 Booking notes

A booking has notes that the customer and the professional can add at certain steps:

- The customer's note with their request, which they can change until the professional accepts
- One note from the professional, which they can change until they accept
- Aftercare notes from the professional, once the appointment has started

Both people on the booking can read these notes. Once sent, they can't be deleted. The professional can edit their aftercare note. If a note is changed, we keep the earlier version. Pampa staff may read booking notes when looking into a safety report, complaint or dispute.

A professional can also keep private notes about a customer they have had a booking with, such as how they like their appointment. We store these so the professional sees them on later bookings with that customer. The customer can't see them in the app, but can ask us for the information we hold about them (see Section 8). Pampa staff don't read them in the normal course of running Pampa, but may if we need to deal with a complaint or a legal request. Private notes should not include health information: allergies and sensitivities are recorded on the booking with the customer's consent (see Section 3).

### 2.11 Visits to our website

When you visit our website (pampaapp.com), we count what happens so we can see which pages help and where people leave: the pages you view, how far down you scroll, whether you tap the App Store button or use a form and how far you get, the kind of device (phone, tablet or computer), and how you arrived, for example a Google search, Instagram or one of our emails. These are recorded against a random number your browser keeps only until you close the tab. For our own counting, we don't use cookies, and we don't record your name, contact details or IP address with it. If your browser asks websites not to track you, we don't count your visit.

Our website also uses Google Analytics, a Google service, to measure the same things and how people find our pages, including from Google search. Google Analytics sets cookies in your browser and receives your IP address, browser and device details, the pages you view and the actions above. We don't send Google your name, contact details or anything from your Pampa account. Professionals' pages are reported without the professional's name or link. Google Analytics doesn't run on private links (shared looks, receipts and booking links), or at all if your browser asks websites not to track you. If you arrive from one of our Google ads, Google Analytics tells Google Ads whether you then sent a form or tapped the App Store button, so we can see which ads work. You can also block it with Google's opt-out add-on (tools.google.com/dlpage/gaoptout).

## 3. Health and sensitive information

The allergies and sensitivities you add to your profile or a booking are classified as health information under Australian privacy law. We treat it with additional care.

We collect this information only when you choose to provide it. At the point of entry, we ask for your specific consent with the following notice:

"By entering allergy information here, you consent to Pampa storing it and sharing it with the professional attending your booking."

We use allergy information solely to inform the professional servicing your booking so they can take appropriate precautions. We do not use this information for marketing or any other purpose.

If you delete your account, allergy information is removed from your booking records (not just anonymised — actually deleted), because health information has a higher privacy standard than other personal data.

## 4. How we use your information

We use the information we collect to:

- Create and manage your Pampa account
- Match customers with professionals and facilitate bookings
- Show professionals' profiles, services, availability and reviews to customers
- Work out how quickly a professional usually replies to booking requests, and show it on their profile (for example "Usually replies within a few hours")
- Process and coordinate bookings between customers and professionals
- Process payout requests to professionals' bank accounts
- Send push notifications about booking updates and other relevant activity
- Send you marketing emails, only if you said yes: news, offers and new services for customers; business tips, platform updates and promotional opportunities for professionals. You can say yes or no when you sign up, change it any time in Settings › Emails from Pampa, or use the unsubscribe link in any email. Messages about your bookings and account aren't affected

- Check a professional's distance from the booking address while they are "on the way", and show the customer their status
- Display reviews (with the reviewer's name and profile photo), ratings and transformation photos on professional profiles
- Show a professional's public Pampa page on our website (pampaapp.com), which anyone with the link can see. If you choose a Pampa page link, search engines like Google can list your page. It shows their name, photo, suburb, bio, services, checks, Socials photos, their public before and after booking photos, a few recent reviews with the reviewer's first name, and their Instagram, TikTok and YouTube if they choose to show them. It never shows a customer's full name, contact details or address, and photos a customer has made private are never shown
- Create a public web page for a look when a customer chooses Share Your Look. It shows the photos they pick, the customer's first name and review, the services and the month of the appointment, and the professional's name, photo and suburb
- Share allergy and sensitivity information with the professional attending your booking
- Respond to support requests and feedback
- Review booking photos when looking into a safety report, complaint or dispute
- Support safety during appointments through check-ins and help requests, and look into reports and disputes
- Let professionals rate customers after an appointment, and show a professional a summary of a customer's ratings when that customer sends them a booking request
- Count visits to our website to improve its pages (see Section 2.11)
- Comply with legal obligations, including tax record-keeping
- Improve and maintain the app

## 5. Who we share your information with

### 5.1 Between customers and professionals

We share relevant information between the customer and the professional to enable the service. Phone numbers are shared only once the customer has paid for the booking. Before that, neither party can call the other through the app. When you tap Call on a booking, we keep a note of it on the booking (who tapped, who they were calling and when) so our support team can see how a booking went if there's a question about it. We can't see or hear the call, whether it was answered or how long it lasted, and nobody else on the booking sees these notes. This includes:

Shared with the professional with the booking request: The customer's name, the suburb of the service address, allergy or sensitivity information and preferences (if provided), the customer's note, and booking details, and a summary of the customer's ratings from other professionals (see section 2.9). The exact address is shown once the professional sets off, and the customer's phone number once they have paid.

Shared with the customer once they have paid: The professional's contact phone number, along with their name or business name, profile photo, bio, services, pricing, ratings, reviews, declared credentials, and their booking status (such as "on the way" or "arrived"). For a salon booking, the customer also sees the name of the staff member assigned to it and, if the salon has added one, that staff member's photo, until the appointment is done. Staff photos aren't shown anywhere else.

Before paying, the customer sees only the professional's public profile (name, photo, services, pricing, ratings) — not their phone number.

If a customer tells us they intend to make a claim relating to a booking, we may give them the insurance details (insurer, policy number and cover end date) the professional had

declared for that booking.

Notes added to a booking (see Section 2.10) are shared with the other person on that booking, and may be shown in a notification on their device. A professional's private notes about a customer are never shared with the customer.

### 5.2 Third-party service providers

We use the following third-party services to operate Pampa:

Supabase (hosted on AWS Sydney) — Database hosting, user authentication, file storage. Australia (Sydney data centre).

Stripe — Payment processing. United States (headquarters).

Google — Sign-in authentication, Maps services, measuring visits to our website (Google Analytics), and measuring how our Google ads perform (Google Ads). United States (headquarters).

Apple — Sign in with Apple. United States (headquarters).

OpenStreetMap Foundation (Nominatim) — Turning map pins into addresses and address searches into map locations. United Kingdom. It receives the map coordinates or address text being looked up, not your name or account.

UI Avatars (ui-avatars.com) — Generates initial-letter profile images for accounts without a photo. It receives the name used to draw the initials.

Expo — Push notifications and over-the-air app updates. United States (headquarters).

Apple Push Notification Service — Push notification delivery to iOS devices. United States.

Firebase Cloud Messaging — Push notification delivery to Android devices. United States.

Persona (Persona Identities, Inc.) — Identity verification for customers and professionals. United States. Persona collects your government-issued photo ID and a selfie (biometric information) to verify your identity, and returns a pass/fail result and reference ID to Pampa. See Section 2.6.

Meta Platforms, Inc. — Advertising measurement on our website (pampaapp.com) and in the Pampa app. United States. In the app, Meta records that the app was opened and that you finished setting up your account (noted only as a customer or a professional), along with device and app identifiers. Meta does not receive your name, email, phone number, address, bookings or payment details. On iOS, the advertising identifier on your device is shared only if you allowed tracking when we asked. See Section 5.3.

Klaviyo — Sending marketing emails to people who said yes, and storing the details sent through the forms on our website. United States. It receives your name, email address, suburb, whether you use Pampa as a customer or a professional, and your answer.

Resend — Sending booking emails (requests, confirmations, receipts, reminders and changes to your bookings). United States, with emails sent from servers in Japan. It receives your name, email address and the booking details in each email.

These providers access only the information necessary to perform their specific function.

### 5.3 Overseas disclosure

Your core account and booking data is stored in Australia (see Section 6). However, some specific functions involve overseas providers:

- Payment processing is handled by Stripe (United States). When you pay through Pampa, your card details are sent directly to Stripe — Pampa does not see or store your card information.
- Identity verification is handled by Persona (United States). When you verify, your government-issued photo ID and selfie (biometric information) are sent to and processed

by Persona. This is sensitive information; see Section 2.6 for what we collect and your consent.

- Google and Apple sign-in authenticate you using their servers (United States).
- Finding the address for a map pin, and Search the map, are handled by the OpenStreetMap Foundation's Nominatim service (United Kingdom). Address suggestions as you type come from our own servers in Australia.
- Push notifications are routed through Expo, Apple Push Notification Service, and Firebase Cloud Messaging (all United States) to deliver alerts to your device.
- Our website (pampaapp.com) uses the Meta pixel, and the Pampa app includes a Meta software kit, both to measure how our advertising performs. When you visit the website, your IP address, browser information, and the pages you view are sent to Meta Platforms, Inc. (United States). From the app, Meta receives that the app was opened and that you completed sign-up — recorded only as a customer or a professional — together with device and app identifiers and your IP address. Meta does not receive your name, email, phone number, address, bookings or payment details from the app. On iOS, the advertising identifier on your device is shared only if you allowed tracking when we asked.
- Our website (pampaapp.com) uses Google Analytics. When you visit, your IP address, browser and device details, and the pages you view are sent to Google (United States).
- Marketing emails, and the details you send through the forms on our website, are handled by Klaviyo (United States).
- Booking emails are sent by Resend (United States; emails sent from servers in Japan).

By using Pampa, you acknowledge that information related to these specific functions may be transferred to and processed in the United States (and, for booking emails, Japan). We take reasonable steps to ensure these providers handle your information consistently with the Australian Privacy Principles.

### 5.4 Legal requirements

We may disclose your information if required to do so by law, regulation, legal process, or enforceable government request.

### 5.5 No sale of personal information

We do not sell your personal information to third parties.

### 5.6 Emergency services

Pampa is not an emergency service. If you are in danger, call 000 yourself. If you send a help request, Pampa staff may contact emergency services, for example if you ask us to, if you seem unable to talk freely, or if we can't reach you. If we do, we may give them the booking address, your name and phone number, and what we know about the situation. We may do this without your consent where we reasonably believe it is necessary to lessen or prevent a serious threat to someone's life, health or safety, as the Privacy Act 1988 allows.

## 6. How we store and protect your information

Your information is stored in Australia, in a database hosted by Supabase on Amazon Web Services (AWS) in the Sydney data centre (ap-southeast-2). Access to the database is restricted and requires authentication.

We take reasonable steps to protect your information from misuse, interference, loss, and unauthorised access, modification or disclosure. However, no system is completely secure, and we cannot guarantee the absolute security of your information.

Professional bank details (BSB, account number, account holder name, bank name) are stored in our database for the purpose of processing payout requests.

## 7. How long we keep your information

We retain your information for as long as your account is active and as needed to provide our services.

- Financial and tax records: We retain booking and payment records for up to 7 years to comply with Australian tax and financial record-keeping obligations.
- Anonymised booking history: Anonymised booking records (where your identity has been removed) may be kept indefinitely so that the other party to a booking retains their own records.
- Live location data: Location coordinates captured while a professional is travelling to a booking are retained on the booking record. When a professional's account is deleted, these coordinates are removed.
- Identity verification records: The verification result and reference ID are retained for the life of your account plus up to 7 years for fraud prevention and audit purposes. Photo ID and selfie images held by the third-party provider are subject to that provider's own retention policy.
- Arrival photos (no longer collected): deleted 30 days after they were taken. We keep one longer only while a safety report, complaint or dispute about that booking is open, or if we need it to comply with the law or deal with a legal claim. We then delete it once that is resolved.
- Check-in answers and help requests: kept with the booking record, because they may be needed to look into a safety concern, a dispute or a legal claim.
- Ratings of customers: kept with the booking record, for the same reasons.
- Booking notes: kept with the booking record, for the same reasons.
- Professionals' private notes about a customer: kept until the professional removes them, or until either account is deleted.
- Salon staff photos: kept until the salon changes or removes the photo or that staff member, or the account is deleted.
- Website visit counts: deleted after 13 months.
- Google Analytics data: kept by Google for 14 months, then deleted.
- After account deletion: See Section 9 for details.

## 8. Your rights

Under the Australian Privacy Principles, you have the right to:

- Access the personal information we hold about you
- Correct information that is inaccurate, out of date, incomplete, irrelevant or misleading
- Request deletion of your account (see Section 9)
- Withdraw consent for specific uses of your information (such as allergy data), though this may affect the services we can provide
- Complain if you believe we have breached the Australian Privacy Principles

To exercise any of these rights, contact us at privacy@pampaapp.com.

If you are not satisfied with our response to a complaint, you can lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

## 9. Account deletion

You can delete your Pampa account through the app at Profile > Delete My Account (at the bottom of Profile).

When you delete your account, we:

- Remove your personal details — name, email, phone number, address, profile photo, bio, safety profile credentials, and bank details — from your account record
- Remove allergy and sensitivity information from your booking records (actually deleted, not just anonymised)
- Delete private notes professionals kept about you and, if you are a professional, the private notes you kept about customers
- Remove recorded location coordinates from your bookings
- Anonymise your booking history — your name is replaced with "A Pampa Customer" or "A Pampa Professional" so that reviews and booking records remain available to the other party without identifying you
- Retain in anonymised form booking and financial records as required for the other party's records and for tax and legal compliance
- Keep safety records, meaning records of urgent help requests, check-in answers, booking notes, ratings professionals gave you (no longer shown to professionals), and any arrival photo still within its 30 days or held for an open case, because they may be needed for a safety investigation, a dispute or a legal claim
- Retain transformation photos on professional galleries — these form part of the professional's portfolio and are not linked to your identity after deletion
- Disable your login — you will be signed out and will not be able to sign back in

If a transformation photo clearly shows your face and you would like it removed, contact us at privacy@pampaapp.com.

You cannot delete your account while you have active bookings (pending, confirmed, or in progress). Please complete or cancel them first.

## 10. Data breaches

If we become aware of a data breach that is likely to result in serious harm to any individual whose information is involved, we will:

- Take immediate steps to contain the breach and reduce any harm
- Notify affected individuals as soon as practicable
- Notify the Office of the Australian Information Commissioner (OAIC) in accordance with the Notifiable Data Breaches scheme under Part IIIC of the Privacy Act 1988 (Cth)

## 11. Children's privacy

Pampa is not directed at children under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 18, we will take steps to delete that information.

## 12. Changes to this policy

We may update this privacy policy from time to time. If we make significant changes, we will notify you through the app. The "Last updated" date at the top of this policy indicates when it was most recently revised.

## 13. Contact us

If you have questions about this privacy policy or how we handle your personal information, contact us at:

Email: privacy@pampaapp.com

Pampa Beauty & Wellness

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