



Privacy Policy

JustHorseRacing.com.au

Who are we?

'We', 'us' and 'our' refer to JustHorseRacing.com.au which is a brand of Payne Media Pty Ltd ACN 160 837 356 and our related businesses.

Introduction

In the course of our business, we provide a portal to view horseracing news and information. We provide news articles, fields and results, bookie offers and tips.

Our commitment to protect your privacy

We understand how important it is to protect your personal information. This document sets out our privacy policy commitment in respect of personal information we hold about you and what we do with that information.

We recognise that any personal information we collect about you will only be used for the purposes we have collected it or as allowed under the law. It is important to us that you are confident that any personal information we hold about you will be treated in a way which ensures protection of your personal information.

Our commitment in respect of personal information is to abide by the Australian Privacy Principles for the protection of personal information, as set out in the Privacy Act and any other relevant law.

Personal information

When we refer to **personal information** we mean information from which your identity is reasonably apparent. This information may include information or an opinion about you.

In accordance with Section 6 of the Privacy Act, the kinds of personal information we may collect about you include your name, email address and IP Address..

Anonymity and Pseudonymity

You have the option to deal with us anonymously or by using a pseudonym when viewing news articles, fields, or results on JustHorseRacing.com.au.

However, where it is impractical to transact anonymously—such as when you choose to register an account, subscribe to our email list, complete a contact form, or access highly personalised features—we will require personal information.

Please note that while you may browse anonymously, we may still collect information about your device, browsing activity, and location through cookies, tracking pixels, and IP addresses. This information is used for analytics, security, and advertising purposes. In some cases, we may disclose this information to third-party platforms (like social media companies) that may be able to link this data to your existing profile, making it identifiable personal information.

Why we collect your personal information

We collect personal information for the purposes of providing you're a personalised experience on JustHorseRacing.com.au. We may also collect your personal information for the purposes of direct marketing and managing our relationship with you. From time to time we may offer you other products and services.

To enable us to maintain a successful business relationship with you, we may disclose your personal information to other organisations that provide products or services used or marketed by us. Types of organisations may include, online bookmarkers and wagering operations, data analytics partners, marketing partners, social platforms

How do we collect your personal information?

Where reasonable and practical we will collect your personal information directly from you. We may also collect your personal information from services which enhance the experience of our site such as Facebook.

Do we disclose your personal information?

We may disclose your personal information:

- to associated businesses that may want to market products to you;
- to companies that provide information and infrastructure systems to us;
- to anyone, where you have provided us consent;
- to investors, legal and financial advisers, or prospective purchasers of all or part of our business, solely for the purpose of conducting necessary due diligence in connection with a potential sale, merger, or acquisition of our business, provided that those parties are bound by strict obligations of confidentiality and non-use; or

Prior to disclosing any of your personal information to another person or organisation, we will take all reasonable steps to satisfy ourselves that:

- (a) the person or organisation has a commitment to protecting your personal information at least equal to our commitment, or
- (b) you have consented to us making the disclosure.

We may use cloud storage to store the personal information we hold about you. The cloud storage and IT servers may be located outside Australia, primarily in the **United States of America (USA)** and countries within the **European Union (EU)**.

We may also disclose your personal information to overseas entities located in the **USA** and the **EU** that provide essential support functions to us.

We take reasonable steps to ensure that these overseas recipients handle your personal information in accordance with the Australian Privacy Principles, or are subject to laws or schemes that effectively uphold principles for the fair handling of information that are substantially similar to the APPs.

Direct marketing

From time to time we may use your personal information to provide you with current information about racing, offers you may find of interest, changes to our organisation, or new products or services being offered by us or any company with whom we are associated.

If you do not wish to receive marketing information, you may at any time decline to receive such information by emailing us at info@justhorseracing.com.au. If the direct marketing is by email you may also use the unsubscribe function. We will not charge you for giving effect to your request and will take all reasonable steps to meet your request at the earliest possible opportunity.

Updating your personal information

It is important to us that the personal information we hold about you is accurate and up to date. During the course of our relationship with you we may ask you to inform us if any of your personal information has changed.

If you wish to make any changes to your personal information, you may contact us. We will generally rely on you to ensure the information we hold about you is accurate or complete.

Access and correction to your personal information

We will provide you with access to the personal information we hold about you. You may request access to any of the personal information we hold about you at any time.

We may charge a fee for our costs of retrieving and supplying the information to you.

Depending on the type of request that you make we may respond to your request immediately, otherwise we usually respond to you within seven days of receiving your request. We may need to contact other entities to properly investigate your request.

There may be situations where we are not required to provide you with access to your personal information, for example, if the information relates to existing or anticipated legal proceedings, or if your request is vexatious.

An explanation will be provided to you if we deny you access to the personal information we hold about you.

If any of the personal information we hold about you is incorrect, inaccurate or out of date you may request that we correct the information. If appropriate we will correct the personal information. At the time of the request, otherwise, we will provide an initial response to you within seven days of receiving your request. Where reasonable, and after our investigation, we will provide you with details about whether we have corrected the personal information within 30 days.

We may need to consult with other entities as part of our investigation.

If we refuse to correct personal information we will provide you with our reasons for not correcting the information.

Sensitive information

We will only collect sensitive information about you with your consent. Sensitive information is personal information that includes information relating to your racial or ethnic origin, political persuasion, memberships in trade or professional associations or trade unions, sexual preferences, criminal record, or health.

How safe and secure is your personal information that we hold?

We will take reasonable steps to protect your personal information by storing it in a secure environment. We may store your personal information in paper and electronic form. We will also take reasonable steps to protect any personal information from misuse, loss and unauthorised access, modification or disclosure.

Unsolicited Personal Information (APP 4)

If we receive personal information that we did not solicit (i.e., information that was sent to us when we did not specifically ask for it), we will determine, within a reasonable period, whether we could have lawfully collected that information under the Australian Privacy Principles.

If we determine that we could not have lawfully collected the information, we will **destroy or de-identify** the information as soon as practicable, provided it is lawful and reasonable to do so.

Cookies & Tracking Pixels

Personal Information and device data may be collected by cookies and tracking pixels when you use the website. Cookies are pieces of data stored by your web browser on your hard drive which contain information relating to your use of the website.

We use third-party tools, including tracking pixels (such as the Facebook pixel), to measure the effectiveness of advertising, analyse site traffic, and deliver targeted advertising, also known as Interest-Based Advertising (IBA). We also use cookies for analytics services such as Google Analytics and Posthog to allow us to measure and analyse our site traffic.

When we share this tracking data with platforms like Facebook, they may match it to your existing profile on their service. This means your browsing activity on JustHorseRacing.com.au can be linked to your identity on that third-party platform, and we may receive aggregated, de-identified data for reporting.

You can generally opt-out of receiving personalized advertising by changing the privacy settings on your device or browser, or directly through the advertising platform (e.g., in your Facebook account settings).

Where possible, we limit the data retention of our tracking data to 38 months. This allows yearly trend analysis. This may be limited due to the features provided by our data analytics provider - Google Analytics has this options, others may not.

IP Address Usage & Geo Location

We use your client IP Address for the purpose of state-based geo-location to adhere to our requirements under **relevant Australian gambling, racing, and advertising legislation, including the Interactive Gambling Act 2001 (Cth) and relevant State and Territory gaming and wagering laws.**

This allows us to ensure we only show specific content and offers that are legally available to you based on your state. We do not store your IP address beyond what is necessary to fulfill this geo-location purpose, unless it is retained by our analytics partners (such as Google Analytics or PostHog) as described in the Cookies & Tracking Pixels section.

Complaints

If you are dissatisfied with how we have dealt with your personal information, or you have a complaint about our compliance with the Privacy Act, you may contact our complaints officer by emailing us at info@justhorseracing.com.au.

We will acknowledge your complaint within seven days. We will provide you with a decision on your complaint within 30 days.

If you are dissatisfied with the response of our complaints officer you may make a complaint to the Privacy Commissioner which can be contacted on either www.oaic.gov.au or 1300 363 992.

Further information

You may request further information about the way we manage your personal information by contacting us.

Change in our privacy policy

We are constantly reviewing all of our policies and attempt to keep up to date with market expectations. Technology is constantly changing, as is the law and market place practices.

As a consequence we may change this privacy policy from time to time or as the need arises.

You may request this privacy policy in an alternative form.

This Privacy Policy was last updated 23 March 2026