



PRIVACY POLICY

Last Updated: October 2026

The Cunningham (referred to as "we", "us", or "our") is a boutique retirement living community operated by **Ashfield Baptist Homes** (ABN: 27002925153). We are committed to protecting your privacy and handling your personal information in accordance with the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles (APPs).

This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website (www.thecunningham.org.au), make enquiries about our apartments, or interact with our team.

1. Information We Collect

We collect personal information that is reasonably necessary to provide our services, answer enquiries, and manage community communications. This may include:

- **Contact Details:** Name, email address, phone number, and physical mailing address.
- **Enquiry Information:** Details about who you are enquiring for (e.g., yourself, a spouse, or a parent), your preferred timeline for moving, and specific care requirements.
- **Technical Data:** Your IP address, browser type, and details of your interactions with our website and emails.

2. How We Collect Your Information

We collect information directly from you when you:

- Complete an online enquiry or contact form on our website.
- Contact our sales or administration team via phone or email.
- Subscribe to our newsletters, updates, or digital communications.
- Attend an event.

3. How We Use Your Information

We use your personal information to:

- Process and respond to your enquiries about retirement living apartments.
- Provide updates regarding construction, community news, and availability at The Cunningham.
- Comply with our legal and regulatory obligations under Australian retirement village legislation.

4. Disclosure to Third Parties and Overseas Transfers

We do not sell or rent your personal information. We may disclose your information to trusted third-party service providers who assist us in operating our business, including:

- **Salesforce:** We use Salesforce as our customer relationship management (CRM) platform to record and manage enquiries about The Cunningham. Information you provide through our website forms, by phone or email, or at events (including your contact details, enquiry information, and a record of your communications with our team) is entered into Salesforce so we can respond to you, follow up on your enquiry, and keep you informed about availability. By submitting your data, you acknowledge it will be transferred to Salesforce for processing.
- **Mailchimp:** We use Mailchimp as our marketing automation and email distribution platform. By submitting your data, you acknowledge it will be transferred to Mailchimp for processing.
- **Overseas Storage:** Salesforce is operated by Salesforce, Inc. and Mailchimp is operated by The Rocket Science Group LLC, both based in the United States. This means your contact and enquiry information may be securely stored on servers located outside of Australia, including in the United States. Both providers are contractually bound to protect your data.

5. Cookies and Email Tracking

Our website and Mailchimp emails use cookies and web beacons. These track engagement metrics such as web traffic, email open rates, and link clicks. This data aggregates trends to help us improve our website user experience and email communications. You can disable cookies in your web browser settings at any time.

6. Data Security

We take reasonable technical and organisational steps to protect your personal information from misuse, interference, loss, unauthorised access, modification, or disclosure. When your data is no longer required, we securely destroy or de-identify it.

7. Your Rights: Access and Correction

You have the right to request access to the personal information we hold about you, or to request that we correct any inaccuracies. If you wish to update your details, opt-out of marketing communications, or remove your data entirely, please contact us using the details below.

8. Contact Us & Complaints

If you have any questions about this Privacy Policy, or if you wish to make a complaint regarding how we have handled your privacy, please contact our Quality Advisor:

The Cunningham (Care of Ashfield Baptist Homes)

- **Address:** 43-51 Queen Street, Ashfield NSW 2131
- **Email:** sales@thecunningham.org.au
- **Phone:** (02) 9797 3600 / 1800 115 220

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