



Accreditation Numbers: 40959 (NSW); 900511573 (QLD);
BS112TC (ACT); AO024495 (VIC)

SB Coaches Pty Ltd t/as Simes Bros Coaches
ABN 92 607 321 531
P: 02 6621 5416 E: admin@sbcoaches.com.au
W: www.simesbros.com.au
A: 21 Snow Street, South Lismore NSW 2480
Postal: PO Box 5421, East Lismore NSW 2480

Privacy Policy

Simes Bros Coaches ("we", "our", or "us") is committed to protecting the privacy of employees and the passengers that utilise our services. This policy outlines how we collect, use, store, and disclose personal information in accordance with the *Privacy Act 1988 (Cth)* and the *Australian Privacy Principles (APPs)*.

What Personal Information We Collect

We may collect personal information including, but not limited to:

- Full name
- Date of birth
- Home and/or school address
- Phone number and email address
- Emergency contact details
- Medical or accessibility information relevant to travel
- Payment and billing details (if applicable)
- CCTV footage on vehicles

Why We Collect Your Information

We collect your personal information to:

- Arrange and provide transportation services
- Comply with school and government safety requirements
- Ensure accurate passenger manifests
- Communicate with you regarding schedules, delays or emergencies
- Process payments and manage accounts
- Fulfil our legal obligations

How We Collect Your Information

We may collect information:

- Directly from you (via booking forms, online submissions, phone or email)
- From schools, guardians or government agencies
- From third parties where authorised or required by law
- Through CCTV footage

How We Store and Protect Your Information

We take reasonable steps to protect your information from misuse, interference, loss, and unauthorised access, including:

- Secured digital systems with restricted access
- Locked physical storage for paper-based records
- Regular staff training on privacy obligations

Information is retained only as long as necessary for business or legal purposes, after which it is securely destroyed or de-identified.

Disclosure of Personal Information

We may disclose your information to:

- Schools and education departments (for student travel)
- Emergency services (in case of incident)
- Service providers (e.g., booking platforms, IT support)
- Government authorities where required by law



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We do not sell or rent your personal information to third parties.

Access and Correction

You may request access to your personal information or ask us to correct it if it is inaccurate or outdated. To do so, please contact us using the details at the end of this policy. We may ask you to verify your identity before processing your request.

Complaints

If you believe we have breached your privacy or mishandled your personal information, please contact us. We take complaints seriously and will investigate promptly.

If you are not satisfied with our response, you may also contact the Office of the Australian Information Commissioner (OAIC).

Changes to This Policy

We may update this Privacy Policy from time-to-time. Any changes will be posted on our website or made available upon request.

Contact Us

If you have any questions or concerns about this policy or your personal information, please contact:
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