



MentorKey Privacy Policy

June 2025

Introduction

We (MentorKey Pty Limited) are committed to protecting your personal information and respecting your privacy.

This Privacy Policy explains how we collect, use and disclose personal information when you access or use our website, one of our apps or when you otherwise interact with us.

We acknowledge our obligations to all recipients of our services to collect, manage, process and use their personal information in accordance with the laws and regulations of each of the countries in which we operate, including without limitation:

- a) The Privacy Act 1988 (Cth) and the Australian Privacy Principles; and
- b) The General Data Protection Regulation (EU) 2016/679 (GDPR).

When we collect personal information

We may collect personal information from you in a number of different ways. These include when you:

- visit our website,
- create a user account on our website or in one of our apps,
- use one of our apps, including by entering information or asking questions,
- request any form of support, including information about the products and services we provide,
- participate in a survey or evaluation,
- apply for a job or submit a resume,
- send us questions or comments,
- interact with us in person, such as at conventions, trade shows, expositions and other industry events.

We do not generally seek to collect sensitive information. However, if you provide sensitive information to us, we will only collect that information with your express consent and only where such information is reasonably required for us to provide our products or services. We will not disclose sensitive information to any other party without your consent.

We may also collect personal information about you that is provided to us by third parties, such as your employer or mentor/mentee, when they interact with us or use one of our apps. By using our apps (which are designed to facilitate quality mentoring experiences), you consent to us collecting information about you that may be provided by others.

Why we collect personal information

We collect personal information about you so that:

- you can receive the benefit of our services, including the services we offer through our website and apps,
- we can conduct marketing, including by organising social functions,



- we can analyse our services and customer needs to help us develop new and/or improved products and services.

Without your personal information, you may not be able to benefit from the services we provide.

We do not sell, rent or trade any personal information we collect.

Information collected by cookies and other tracking technologies

We use various technologies to collect information, and these may include sending cookies to your computer or mobile device.

Cookies are small data files stored on your hard drive or in device memory that help us improve our customer service and your experience, see which areas and features of our website are popular and count visits.

We may also collect information using web beacons (also known as 'tracking pixels'). Web beacons are electronic images that may be used on our website or in emails and help deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon.

We may use cookies or web beacons to:

- link or combine with information we get from others to help understand your needs and provide you with better service; and
- carry out any other purpose for which the information was collected.

Most web browsers are set to accept cookies by default. If you prefer, you can set your browser to remove or reject browser cookies.

We use cookies on some (but not all) web pages to deliver personalised content or to tailor our information to the way you use the website, and/or your current context on the website.

Types of personal information we collect

The types of information we collect about you will depend on the nature and purpose of your interactions with us.

If you visit our website, we will collect information derived by use of cookies.

If you fill in a form on our website or in one of our apps, including by interacting with a chatbot, we will collect whatever information you enter or that is generated through the course of a chat. At a minimum, this would usually include your name, contact information (such as your email address and phone number) and country of residence.

If you use one of our apps, we will collect information about your use of the app, as well as all the information you or anyone else enters into the app. This could include information about:

- which parts of the app you visit or use,
- which links you click and any third-party integrations you engage with,
- your employer,
- your job title or role.



If you apply for or participate in a mentoring program through one of our apps, this information could also include information about:

- your qualifications and training,
- your employment history,
- your goals and ambitions,
- any challenges you may be facing (whether relating to your work or otherwise),
- other issues that come up in the course of the mentoring process,
- anything else you share through the app.

You are not required to give us any personal information. You can opt out of a mentoring program and stop using the app at any time. You can limit the extent of the personal information you provide us, through the way that you interact with us or use our apps. However, where you decide to withhold information, this may impact the quality of your experience with our services (including your experience through our apps).

Where we store your personal information

We hold personal information in digital records. These records are saved in cloud-based storage platforms provided by third party suppliers to us. We may occasionally save your personal information onto our local hard drives or servers and/or in paper-based files stored in Sydney, Australia.

Where we store your personal information on a cloud-based server, the physical server is (and will remain) located in Sydney. We also store personal information, relating to services we provide to a specific client with international operations, on servers in Stockholm, Sweden. Please contact us if this might be a concern for you and if you would like to know whether you are affected.

Our employees are obliged to respect the confidentiality of any personal information we hold and to comply with the requirements of all applicable privacy legislation.

We seek to ensure that personal information is protected from any misuse, interference or loss and from any unauthorised access, modification or disclosure – including through the implementation of cyber security measures. Where we rely on third parties to store personal information (such as a cloud storage providers), we only engage reputable providers. There are however inherent risks associated with electronic storage and transmission of digital information.

Please contact us if you would like to know more about our information security arrangements.

Digital technologies and artificial intelligence

We use a variety of digital technologies to provide our services. Many of these technologies have been developed and are made available by third parties. Some of these technologies incorporate artificial intelligence.

For example, if you interact with a chatbot on our website or in an app, or if you notice any content produced by the website or app that appears to have been personalised for you based on information you have entered or things you have done in the website or app, the software behind the chatbot or customised content may be powered by artificial intelligence.



This means that your personal information may be exposed to artificial intelligence in the course of visiting our website or using one of our apps. By visiting our website or using our app, you will be taken to have consented to this disclosure.

Where the artificial intelligence produces information that includes your personal information, we will handle that personal information in the same way as we handle any other personal information we collect about you.

We may use information entered by you or other users (in an anonymised way) to train and improve any artificial intelligence deployed through our website or in one of our apps.

How long we hold personal information

We will only hold your personal information for as long as we need it.

The length of time we hold personal information will depend on the type of information concerned, the purpose(s) for which it was collected, how sensitive the information is, whether we have an ongoing relationship with the individual it relates to (e.g. you have an account with us, you are subscribed to receive communication from us or you regularly visit or use our services, app or website) and whether we have another legitimate reason for retaining that information (e.g. defending claims, resolving disputes, enforcing our rights and agreements, and statistical analysis or research).

Once we no longer need your personal information, we will de-identify or destroy that information if it is lawful for us to do so.

When we may disclose your information

We may disclose personal information:

- within one of our apps to other users of the app, where this is required as part of the service we provide. For example, if you use our mentoring app, some of your personal information will be accessible by your mentor or mentee (as applicable). When using the app, you will be able to see which information is available your mentor/mentee;
- if you are participating in a mentoring program, to the program administrator or others involved in managing the program, so that they can monitor and manage the program;
- as required by law or regulations, or as required by a regulator;
- to our service providers (such as technology partners), who provide services to us to enable us to deliver our services.

If you work for an international organisation, your personal information may be disclosed outside Australia (for example, by sharing it with a mentor or mentee based overseas, or by storing it in a cloud-based server that is located in another country). Where this is the case, we are not required to ensure that overseas recipients handle your personal information in compliance with Australian privacy laws. We will, however, where practicable in the circumstances, take reasonable steps to ensure that overseas recipients use and disclose your personal information in a manner that is consistent with this Privacy Policy.



Changes to our Privacy Policy

We may change this policy from time to time. If we make changes, we will notify you by revising the date at the top of this document, and in some cases, we may provide you with additional notice (such as by sending you an email or by including a notification in one of our apps).

Keeping information accurate, accessing your personal information

We take reasonable steps to keep your personal information accurate and complete. You may send us an email at info@serendis.com.au to request access to your personal information for the purpose of correcting, amending or deleting data that is inaccurate. We will do our best to respond to your request in a timely manner and grant your request as required by law.

We may require you to verify your identity before giving you access to the personal information we have collected about you. We may charge a reasonable fee to cover our costs of verifying your identity, locating, retrieving, reviewing, copying and providing access to information requested. If the information sought is extensive, we will advise the likely cost in advance.

Contact Us

If you have any questions about this policy, please contact us at: info@serendis.com.au

If you have any concerns about our collection or handling of your personal information, please contact us through the email above or by phone (as shown on our website).

If your concerns are not resolved to your satisfaction, you may be able to escalate your complaint to an external dispute resolution scheme or to a regulatory authority. We can provide details of the appropriate scheme/regulator for you, as these may vary by jurisdiction.

If you are in Australia and you are not satisfied with our response to a concern you may have about our handling of your information, you can make a complaint to the Office of the Australian Information Commissioner (OAIC):

- Phone: 1300 363 992
- Website: <https://www.oaic.gov.au/>
- Fax: 02 6123 5145
- Post: GPO Box 5288, Sydney NSW 2001