

Simpler Software/Headfirst Privacy Policy

Simpler Software Pty. Ltd., Contact hello@simpler.software
(Version 2, last updated 29 March 2026)

1. Introduction

This policy document explains what kind of personal information we collect, where it's stored, why we need to collect personal information, how we use and disclose personal information, how you can retrieve, correct or ask for a correction, your personal information and your rights to your personal information, how to lodge a complaint if you think your information has been mishandled, and how we will handle your complaint. This policy applies to all products built and maintained by Simpler Software Pty. Ltd. (all versions) and covers both personal information of all users and data gathered and stored as part of usage.

We never sell your information to third parties. We believe your data is yours — not ours.

2. Definitions of terms used in this document

"We", "our" refer to Simpler Software Pty. Ltd. and its employees. "You" means the person and/or entity who has an account with Simpler and uses the product(s), has downloaded and installed the Simpler app and/or has entered into a Subscription Agreement with Simpler Software Pty. Ltd. "Simpler", "Headfirst", "Headfirst product", "Club Portal", "Headfirst platform", "platform", "product" mean all versions of mobile, tablet and web applications. "Applications" include: iOS app, Android app, Web app. "Module(s)" are parts of the product that provide and execute a specific functionality, like Reports, Documents etc. "Service" refers to and includes the product, its infrastructure, maintenance and the running of the core functionality, contractually agreed to provide as per the Subscription Agreement. "Personal Information" is information we hold which is identifiable as being about you. "Data" is specific player information entered and/or uploaded to and stored by the product. "Sensitive Information" such as racial, political, religious, sexual orientation. See the [OAIC website](#) for full definition. "The Club" is the organisation you are volunteering for. "Role" is the way you are expected to use the application. "Policy" is this document.

We respect your privacy. We respect your right to privacy. We never sell your personal information and adhere to the Australian Privacy Principles (APPs) established by the Privacy Act 1988 (Cth). This policy applies to all products built and maintained by Simpler Software Pty. Ltd. including all versions of all applications.

3. We respect your privacy

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4. Information we collect

We collect only what we need. We do not collect what's regarded as Sensitive Information. When you are invited to activate your Headfirst account on any of our applications, we ask for your name and email address only. We need the personal information to activate your account with Headfirst so you can use the service and we can provide the service we are contractually bound to.

In addition to the registration process, we collect and store your role within The Club, we may give you the option to add a profile picture.

5. How we use information

We use, process, and store your information as necessary to perform the contract with The Club and for our legitimate business interests only.

We use your information to provide and improve our service and product functionality. We collect your information to operate, maintain, provide, and personalise our service, products and modules, and to research and develop new ones.

We use your information for analysis. Our service may use certain information about you and/or your data internally for analytical purposes such as analysing how our products are used, diagnosing technical problems and maintaining security. Analytics software may be used to better understand the functionality of our software on your device. This software may record information such as how often you use the application, aggregated usage data, performance data, and where the application was downloaded from.

App usage and website visitor information. We use automatically collected information for a variety of purposes, including to: remember information so that you will not have to re-enter it during your use of our products; provide custom content, and information; determine the effectiveness of our service; fix technology problems reported by our users or engineers that are associated with certain IP addresses; automatically update the application on your system and related devices.

6. Where is your information stored and how

Your information is stored and hosted on Amazon Web Services (AWS), a third-party cloud infrastructure provider. All data is stored in Australia. These systems are managed by Simpler Software employees.

We implement a number of security measures to help keep your information secure. For example, all communication between the app and website requires HTTPS. Passwords are stored and

compared while being hashed using bcrypt, using industry-standard methods, and never stored in cleartext.

7. Accessing, retrieving and deleting your information

Accessing your personal information is only possible from within the product. Your personal information can only be accessed (viewed and updated) from within the Headfirst product(s) by: other registered users such as The Club representatives, other account holders managing the system on behalf of The Club, Simpler Software employees granted access in order to service and maintain the product(s). These employees include Simpler Software developers and system administrators.

You can request to retrieve your personal information by emailing us at hello@headfirstapp.com. Your personal information will be exported and sent to you via email.

Your personal information will be deleted from the product and our servers upon request from you, when you no longer represent The Club that nominated you or when you leave The Club you were asked to represent. When deleting personal information we will remove the name and email address but keep the contents including all data entered into the app. All the comments relating to the data will also be kept in the system with the author anonymised by using The Club name instead of author name.

You can request to retrieve your data by emailing us at hello@headfirstapp.com. Your data will be exported and a unique and time-limited link will be sent to you to download this securely.

Your data will be deleted from the product and our servers when the annual fees have not been paid by The Club. Your data will be removed within 30 days after the annual payment was due. We keep backups for 30 days, after that your data and personal information will no longer be stored on our servers or restorable from backup.

8. How we share your information

We take our responsibility to maintain the privacy of your personal information very seriously. As permitted, we make certain information and research available to our service providers, partners, and other third parties. These third parties may include service providers who assist us in meeting business operations needs, including:

- hosting and delivering our services
- email communication
- customer support services
- application development
- data storage
- maintenance
- analytics

These service providers may be located outside of Australia and may only access, process, or store personal data pursuant to our instructions and to perform their duties to us.

Marketing and analytics partners like Google Analytics help us understand use of the Services. Google Analytics receives anonymised information about your use of our services (such as pages visited and session duration) and is authorised to use this only to provide analytics services to us. No personally identifiable information is shared with Google Analytics. You can opt out of Google Analytics tracking at any time by installing the Google Analytics opt-out browser add-on.

In certain situations we may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security, law enforcement or other government agencies. We may disclose to:

- conform to the law, comply with legal process served on us or our affiliates, or investigate, prevent, or take action regarding suspected or actual illegal activities
- to enforce our Terms and Conditions of Service, take precautions against liability, to investigate and defend ourselves against any third-party claims or allegations, to assist government enforcement agencies, or to protect the security or integrity of our site; and
- to exercise or protect the rights, property, or personal safety of ourselves, our services, customers, or others.

Our policy is to notify you of legal processes seeking access to your information, such as search warrants, court orders, or subpoenas, unless we are prohibited by law from doing so.

In cases where a court order specifies a non-disclosure period, we provide delayed notice after the expiration of the non-disclosure period. Exceptions to our notice policy include exigent or counterproductive circumstances, for example, when there is an emergency involving a danger of death or serious physical injury to a person.

We may also transfer or assign your information in the course of a corporate change or business transfer including, but not limited to, divestitures, mergers, or dissolution. We will continue to take measures to protect the confidentiality of personal information and give affected users notice before transferring any personal information to a new entity.

We will always request your consent before sharing any of your information in a way not discussed in this policy.

9. Children's data

Headfirst is used by sports clubs to manage junior player information. The platform may collect and store limited information about minors, including player name, team, and age group. We handle this information with the following protections in place:

- player data about minors is entered only by club-authorized adults (club admins and assigned trainers)
- we collect only the minimum information necessary: name, team, and age group. We do not collect dates of birth, home addresses, photographs
- there is no public-facing profile, searchable directory, or social features on the platform
- only club-invited and club-approved users can access the platform and view player data

- trainers see only the players and teams they have been assigned to by the club admin.

We note that the Australian Government is progressing a Children’s Online Privacy Code, expected to introduce stronger protections for the personal information of children. We are committed to reviewing and updating our practices as this framework is finalised. Clubs are encouraged to review their own obligations regarding the collection of information about junior members.

10. Your choices to manage information

We may retain your information for as long as your account is active or as needed to provide our services, comply with our legal obligations, resolve disputes and enforce our agreements. The following table summarises how long we retain different types of data and when it is deleted:

Data type	Retention period	Deletion / expiry
Account information (name, email)	Duration of subscription + 30 days	Deleted on request or account closure
Injury report data	Duration of subscription + 30 days	Exported to CSV then deleted on exit
Database backups	30 days rolling	Auto-deleted after 30-day window
Application error logs (Sentry)	90 days	No personal data — anonymised error traces only
Usage analytics (Google Analytics)	26 months (Google default)	Anonymised — no personally identifiable data retained

You can request deletion of any of your personal information collected and stored by us via email at hello@headfirstapp.com.

If you receive commercial emails from us, you may unsubscribe at any time by following the instructions contained within the email. Alternatively, you can send us an email at hello@headfirstapp.com requesting to unsubscribe. Please note, even after you opt out from receiving commercial messages from us, you will continue to receive administrative messages from us regarding our services.

11. Security

It is your responsibility to keep your passwords private and secure. We strongly recommend against sharing your logins and passwords with others.

We take the protection of your information very seriously and employ measures through administrative, technical, and physical safeguards designed to protect information against loss, theft, misuse, unauthorised access, disclosure, alteration, and destruction. We take reasonable precautions to ensure the integrity and security of our network and systems, but cannot guarantee

these security measures will prevent third parties from obtaining information by illegal actions or attacks.

12. Privacy policy updates

We may update this Policy from time to time, so you should review this policy periodically. When we change the Policy, we will update the 'last updated' date at the top of this policy. If we materially change our policy, we will notify you of such changes by posting them on this page and/or by a notification within our services or via an email.

Changes to this policy are effective when they are posted on this page. Your continued use of our services after the revised policy has become effective indicates that you have read, understood, and agreed to the current version of this policy.

13. Complaints

If you have a complaint about how we have handled your personal information, please contact us at hello@headfirstapp.com. We will acknowledge your complaint within 5 business days and aim to resolve it within 30 days. If you are not satisfied with our response, you may refer your complaint to the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

14. Contact us

If you have any questions about this policy or our practices, please contact us at hello@headfirstapp.com.