



MAYFIELD CHILDCARE LIMITED
ACN 604 970 390
(Company)

PRIVACY POLICY

(Approved by the Board on 30 June 2026)

1. Purpose

This Privacy Policy (**Policy**) applies to Mayfield Childcare Limited ACN 604 970 390 (**Mayfield, the Company**, “we”, “us”, “our”) and its controlled entities (together, the Group, we, us or our) and explains how we manage personal information.

Mayfield respects your privacy. We are committed to ensuring all information we collect, or hold is handled respectfully and in accordance with relevant privacy laws including the *Privacy Act 1988* (Cth) (**Privacy Act**) and the Australian Privacy Principles (**APPs**), as amended from time to time. This policy explains how and why we collect, use, hold and disclose, your personal information, together with your rights to access and correct that information, or make a complaint about our handling of personal information.

2. When dealing with Mayfield you may be:

- (a) a current or former parent of a child enrolled at one of our centres, or applying to enrol your child;
- (b) a participant in any promotion run by us, or who has provided information in connection with an inquiry about us or our business, or in connection with a marketing initiative we conduct;
- (c) a supplier, volunteer or other person required to undertake accreditation or achieve any clearance or approval in order to deal with us or be involved in any way with our business; or
- (d) an applicant for employment, either directly or through our recruitment services provider.

This Policy does not apply to the personal information of our employees. Personal information about our directors and officers that is disclosed pursuant to the *Corporations Act 2001* (Cth) (including in annual reports, notices of meeting, and ASIC registers) and the ASX Listing Rules (including in ASX announcements) is disclosed as required or authorised by law and in accordance with the applicable legislative requirements. To the extent such information constitutes personal information under the Privacy Act, it is handled in accordance with this Policy and the APPs.

We may change this Policy from time to time, by publishing updated policy on our website at

<https://www.mayfieldchildcare.com.au/investors/corporate-governance>

We collect, hold, use and disclose personal information about you in accordance with this Policy and the APPs. Where we are required to obtain your consent before collecting personal information (including sensitive information), we will seek that consent at or before the time of collection.

1. **What is personal information?**

Personal information is any information or an opinion about an identified individual or an individual who can be reasonably identified from the information or opinion. Information or an opinion may be personal information regardless of whether it is true.

Some personal information is classified as “sensitive information” under the Privacy Act, including health information, information about racial or ethnic origin, religious beliefs, sexual orientation, membership of a trade union or professional association, and criminal record information. Sensitive information is afforded a higher level of protection under the APPs. We will only collect sensitive information about you where you have consented to the collection, or where the collection is otherwise required or authorised by or under law. In particular, given the nature of our childcare services, we may collect health information about children enrolled at our centres (including in relation to medical conditions, allergies, immunisation history and disability). We will only collect and use that health information as necessary to provide safe and appropriate care to enrolled children, or as otherwise required by law.

2. **Dealing with us anonymously or using a pseudonym**

Under APP 2, you have the right to deal with us anonymously or by using a pseudonym in some circumstances. You may, for example, make a general enquiry about our services without identifying yourself. However, in most cases, it will not be practicable for us to deal with you anonymously or under a pseudonym. For example, we are required by law to collect and verify the identity of individuals for the purposes of enrolling children in our centres, processing Child Care Subsidy entitlements, and complying with our obligations under the Education and Care Services National Law. Where it is lawful and practicable for us to do so, we will give you the option of not identifying yourself or of using a pseudonym.

3. **What personal information do we collect and hold?**

The Company will only collect personal information from individuals as required to conduct our business operations. This includes when individuals use our website, apply for a position, work with us, attend our sites, invest in us or engage with us in other ways. Generally, the types of personal information we collect will include name, contact details and records of communications with us including your purchase history and use of our products and services, and details of enquiries or complaints that you make.

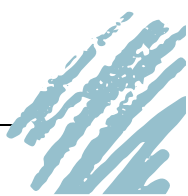
In addition, we collect personal information relating to:

(a) **Shareholders:**

information about the shareholding, banking details and tax file numbers (which are subject to additional protections under the Taxation Administration Act 1953 (Cth)) for the payment of dividends and other amounts; We also maintain the shareholder register in accordance with Part 2C.1 of the Corporations Act 2001 (Cth), and shareholder information held in the CHESS (Clearing House Electronic Sub-register System) is subject to the ASX Settlement Operating Rules.

(b) **job applicants:**

employment and academic histories, the names of referees and in some cases, limited health information based on testing undertaken by, or for, us. We will collect this information directly from organisations that provide recruitment related services to us and from third parties who provide job applicants with professional or personal references; and



(c) **family information:**

first name, last name, phone number, email address, child/ren first name, child/ren last name, child/ren date of birth. We will collect this information directly from our website forms and this information will be stored securely within our CRM systems.

We will also collect personal information, including names and contact details about:

- (a) people involved in or through organisations that we support or sponsor;
- (b) **our suppliers:**
this information is collected for business-related purposes but contains some limited personal information and contact details of the people that we deal with;
- (c) people who correspond with us, including via our website, in which case we may keep a copy of that correspondence and relevant contact details;
- (d) people who request information updates about us via our website mailing list.

We may collect information about how you access, use and interact with the website. We do this by using a range of tools such as Google Analytics. This information may include:

- (a) the location from which you have accessed the website and the pages you have visited; and
- (b) technical data, which may include IP address, the types of devices you are using to access the website, device attributes, browser type, language and operating system.

We use cookies on the website. A cookie is a small text file that the website may place on your device to store information. We may use persistent cookies (which remain on your computer even after you close your browser) to store information that may speed up your use of our website for any of your future visits to the website.

We may also use session cookies (which no longer remain after you end your browsing session) to help manage the display and presentation of information on the website. You may refuse to use cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of the website.

4. Why do we collect, hold and use your personal information?

We may use personal information for the primary purpose for which it is collected (e.g. provision of our services, including administration of our services) or for secondary purposes which are related (or directly related to the case of sensitive information) to the primary purpose.

We collect, hold and use your personal information so that we can:

- (a) comply with our legal obligations and assist government and law enforcement agencies or regulators;
- (b) meet our obligations as an ASX-listed entity, including under the Corporations Act 2001 (Cth), ASX Listing Rules, ASX Operating Rules, and requirements of the Australian Securities and Investments Commission (**ASIC**);
- (c) communicate with, and comply with our legal obligations to, our Shareholders, and to process payments to them;
- (d) enable third party service providers to provide services to us and our related companies such as information technology, auditing, legal advice, printing and



- mailing services, and services related to our share register;
- (e) correspond with people who have contacted us, and manage feedback;
- (f) provide services to, and manage, our related companies;
- (g) correspond with people regarding our corporate sponsorships;
- (h) consider applications from prospective employees or contractors;
- (i) maintain and update our records;
- (j) conduct or participate in investigations or due diligence;
- (k) facilitate transactions involving the Company or any of our affiliates;
- (l) provide you with products and services, and manage our relationship with you;
- (m) contact you, for example, to respond to your queries or complaints, or if we need to tell you something important;
- (n) identify and tell you about other products or services that we think may be of interest to you.

If you do not provide us with your personal information, we may not be able to provide you with our services, communicate with you, or respond to your enquiries.

5. How do we collect your personal information?

We will collect your personal information directly from you when you interact with us.

We may collect information from third parties – for instance, information regarding Shareholders is collected from our share registrar, and information about job applicants is collected in the manner as outlined above.

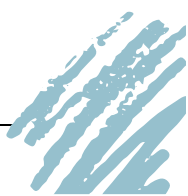
6. How do we store and hold personal information?

We store most information about you in computer systems and databases operated by either us or our external service providers.

We implement and maintain processes and security measures to protect personal information which we hold from misuse, interference or loss, and from unauthorised access, modification or disclosure. Processes include taking steps to restrict access to databases, maintaining firewalls, encrypting data, using secure servers in controlled facilities and only allowing access by those entrusted with authority and computer network passwords. We also require all employees to comply with information security policies and attend training. In addition, we monitor and regularly review our practices against industry best practice process.

As an ASX-listed entity, we also maintain a cyber security risk management framework consistent with the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations (4th Edition, 2019), including Recommendation 7.4 (cyber security risk). Our Board oversees the Company's approach to cyber security risk as part of its broader risk management responsibilities. Details of our cyber security risk management arrangements are disclosed in our Corporate Governance Statement, which is available on our website at <https://www.mayfieldchildcare.com.au/investors/corporate-governance>.

We recognise that some individuals who interact with us may be at risk of family or domestic violence, and that some individuals deal with us under a legally adopted name or through a state or territory address confidentiality program for their safety. Where we are made aware



that an individual is at risk of family or domestic violence, we will take additional steps to protect their personal information, and we will not disclose their contact details, residential address, or location to any person who is not authorised by that individual or by law to receive that information. If you are at risk and would like to discuss how we can protect your privacy and safety, please speak with the centre manager or our Privacy Officer in confidence.

We will also take reasonable steps to destroy or de-identify personal information once we no longer require it for the purposes for which it was collected or for any secondary purpose permitted under the APPs.

However, the internet is not a secure environment, and no computer system is perfectly secure. Although all care is taken, we cannot guarantee the security of information provided to us. This means that there is always a risk that your personal information may be accessed or used without authorisation.

7. Who do we disclose your personal information to, and why?

We may transfer or disclose your personal information to our related companies.

We may disclose personal information to external service providers (including IT service providers, auditors, legal advisors, mail houses and our share registrar) so that they may perform services for us or on our behalf.

We may also disclose your personal information to others outside our group of companies where:

- (a) we are required or authorised by law to do so;
- (b) you may have expressly consented to the disclosure or the consent may be reasonably inferred from the circumstances; or
- (c) we are otherwise permitted to disclose the information under the Privacy Act.

If the ownership or control of all or part of our assets or business changes, we may transfer your personal information to the prospective or new owner.

As an ASX-listed entity, we may also be required to disclose personal information to, or in connection with the requirements of, the Australian Securities and Investments Commission (ASIC), the Australian Securities Exchange (ASX), ASX Clear Pty Limited, and other regulatory bodies or market operators in accordance with the Corporations Act 2001 (Cth), the ASIC Act 2001 (Cth), and the ASX Listing Rules and ASX Operating Rules. This may include disclosure of information about our directors, officers, and security holders. These disclosures are required or authorised by law and do not require your consent.

We will also comply with any court order or family violence order that restricts or controls the disclosure of personal information about an individual, including orders made under the *Family Law Act 1975* (Cth) and family or domestic violence protection orders made under applicable state and territory legislation. Our obligation to comply with such orders operates in addition to, and independently of, our obligations under the Privacy Act.

8. Do we disclose personal information to overseas recipients?

We generally do not disclose your personal information to overseas recipients. However, the Company may use overseas facilities (including cloud-based storage or processing services) to process or back up its information, which may result in your personal information being transferred to or stored in overseas locations. Where we transfer personal information to overseas recipients, we take reasonable steps to ensure those recipients handle your personal information in a manner consistent with the APPs, including by using contractual protections where appropriate. Our obligations to you under this Policy continue to apply regardless of where your personal information is processed or stored. As required by APP 1.4(f) of the Privacy Act, we note that it is not currently practicable for us to specify all countries in which overseas recipients of your personal information are located, as the countries in which our service providers operate may change from time to time. If you would like more information about the countries in which your personal information may be held or processed, please contact our Privacy Officer. What happens if there is a data breach?

The Privacy Act requires entities like us to notify individuals and the Office of the Australian Information Commissioner (OAIC) when an “eligible data breach” occurs. An eligible data breach occurs when there is unauthorised access to, or unauthorised disclosure of, personal information held by us (or a loss of such information where unauthorised access or disclosure is likely to result), and the breach is likely to result in serious harm to any of the individuals whose information was involved.

If we reasonably believe an eligible data breach has occurred, we will conduct an assessment and, if confirmed, we will take the following steps as required by the Privacy Act: (a) notify affected individuals whose personal information was involved and who are at risk of serious harm; and (b) notify the OAIC. The notification will include a description of the breach, the kinds of information involved, and recommendations about the steps individuals should take in response.

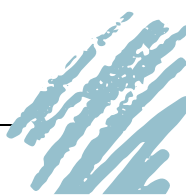
If you believe your personal information held by us has been the subject of a data breach, please contact our Privacy Officer immediately using the details set out in this Policy.

As a listed entity, an eligible data breach may also constitute information that a reasonable person would expect to have a material effect on the price or value of our securities, or that investors would reasonably require in order to make informed investment decisions. Where this is the case, we may also be required to immediately notify the ASX under ASX Listing Rule 3.1. We will comply with both our NDB notification obligations under the Privacy Act and our continuous disclosure obligations under the ASX Listing Rules, noting that these may require disclosure to different parties and on different timelines.

9. Do we use your personal information for marketing?

We will use your personal information to offer you products and services we believe may interest you, but we will not do so if you tell us not to. These products and services may be offered by us, our related companies, our other business partners or our service providers.

Where you receive electronic marketing communications from us, you may opt-out of receiving further marketing communications by following the opt-out instructions provided in the communication. We comply with the requirements of the *Spam Act 2003* (Cth) in relation to electronic marketing communications. You may also opt out of receiving non-electronic direct marketing communications from us at any time by contacting our Privacy Officer using the details set out in this Policy.



10. Access to and correction of your personal information

You may access or request correction of the personal information that we hold about you by contacting us. Our contact details are set out below. We may need to verify your identity before giving you access to your personal information. There are some circumstances in which we are not required to give you access to your personal information (for example, where a legal exemption applies).

There is no charge for requesting access to your personal information, but we may require you to meet our reasonable costs in providing you with access (such as photocopying costs or costs for time spent on collating large amounts of material).

We will respond to your requests to access or correct personal information in a reasonable time (and in any event within 30 days of receiving your request, as required by the Privacy Act) and will take all reasonable steps to ensure that the personal information we hold about you remains accurate and up to date.

11. How to make a complaint

If you wish to make a complaint about the way in which we have handled your personal information you should make that complaint in writing to the Group's Privacy Officer using the details set out in this Policy. If you require any assistance, you may contact us.

If we receive a complaint from you about how we have handled your personal information, we will consider your complaint promptly and determine if any action should be taken to resolve the complaint.

If we decide that a complaint requires further investigation, the complaint will usually be handled by a more senior employee of the Company.

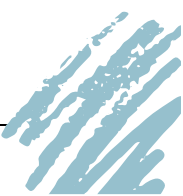
We will endeavour to respond to your complaint within a reasonable period of time and not more than 30 days of receiving your complaint, to acknowledge your complaint and inform you of the next steps we will take in dealing with your complaint.

It is our intention to use our best endeavours to resolve any complaints to your satisfaction. However, if you remain unsatisfied with our response you may ask for a review by a more senior officer of the Company, or you may make a complaint to the Office of the Australian Information Commissioner (**OAIC**) via the OAIC website at www.oaic.gov.au.

3. How to contact us

If you have any questions or comments regarding this Policy or wish to make a complaint or exercise your rights, please contact us on the following details:

Privacy Officer
Telephone: +61 3 9576 3156
Email at: enquiries@mayfield.com.au
Mail: PO Box 2214 Wattle tree Road, Malvern East VIC 3145



12. Changes to this policy

From time to time, we may change our policy on how we handle personal information or the types of personal information which we hold.

Any changes to our policy will be published on our website.

You may obtain a copy of our current policy from our website www.mayfield.com.au or by contacting us at the contact details above.