

A large, stylized teal graphic in the top right corner, consisting of several parallel, slanted rectangular blocks that create a sense of depth and movement, resembling a staircase or a series of steps.

Privacy Policy

WAYR Pty Ltd
ACN: 694 169 661
Version: v1.1
Effective February 2026



1. Introduction

This Privacy Policy describes how WAYR Pty Ltd (ACN: 694 169 661) (“WAYR”, “we”, “our”, or “us”) collects, holds, uses, discloses and otherwise processes personal information in connection with the WAYR mobile application (the “App”), associated websites, partner portals, and related services (collectively, the “Services”).

At WAYR, we believe the best experiences happen when you step outside and explore the world around you. Trust is fundamental to that experience.

When you use WAYR, you're trusting us with information that allows the platform to function, from creating your account to verifying that you've genuinely visited a landmark. We take that responsibility seriously.

This Privacy Policy explains:

- what personal information we collect
- why we collect it
- how we use and protect it
- when we may share it
- how long we keep it, and
- the choices and rights you have regarding your information.

By creating a WAYR account or using our Services, you acknowledge that you have read and understood this Privacy Policy.

If you do not agree with this Privacy Policy, please do not use WAYR.

2. Our Privacy Principles

Privacy isn't just a legal requirement, it's part of how WAYR is designed. Everything we build follows these principles.

We may collect personal information (PI) that is reasonably necessary to provide and operate the Services. The types of personal information we collect depend on how you interact with WAYR.

2.1 We collect only what's necessary

We only collect information required to operate WAYR, deliver features, maintain security, verify visits and rewards, and improve the experience.

We do not collect information simply because we can.

2.2 Your location belongs to you

Location is central to WAYR's exploration experience. We only request precise location when it is necessary to:

- discover nearby landmarks;
- navigate journeys;
- validate legitimate visits;
- verify reward redemptions; and
- protect the integrity of the WAYR economy.



We do not continuously monitor your location in the background unless a future feature clearly requires it and you separately grant permission.

2.3 We never sell your personal information

WAYR does not sell your personal information.

We do not create advertising profiles or sell your data to marketers, advertisers, or data brokers.

2.4 Partners only receive what they need

Businesses participating in WAYR only receive the minimum information necessary to honour a reward or validate a redemption.

Partners never receive your live location or your movement history.

2.5 Security is built into WAYR

We use industry-standard technical and organisational safeguards to protect your information from unauthorised access, misuse, loss or disclosure.

No online system is ever completely immune from risk, but protecting your information remains one of our highest priorities.

2.6 You remain in control

Where applicable, you may:

- access your personal information;
- correct inaccurate information;
- request deletion of your account;
- withdraw permissions (such as location access);
- request copies of your information; and
- contact us with any privacy concerns.

3. Who we are

WAYR is a location-based exploration platform that rewards people for discovering real-world places and experiences.

Throughout this Privacy Policy:

- "WAYR", "we", "our", and "us" refer to WAYR Pty Ltd.

Registered details (to be completed before publication):

- Registered Business Name: WAYR Pty Ltd
- ACN: 694 169 661
- Website: <https://gowayr.com>
- Email: hello@gowayr.com
- Privacy Enquiries: privacy@gowayr.com
- Support: support@gowayr.com

If local privacy laws require us to appoint an overseas representative in another jurisdiction, those details will be published on our website.



4. Scope

This Privacy Policy applies to:

- the WAYR mobile application;
- the WAYR website;
- WAYR user accounts;
- journeys and landmark experiences;
- rewards and redemption services;
- customer support interactions;
- partner redemption verification; and
- any other services operated by WAYR.

This Privacy Policy does not apply to third-party businesses, partner websites, external booking services, or other applications that may be linked from WAYR.

Those organisations maintain their own privacy policies and practices.

5. Information we collect

We collect information in three ways:

- information you provide;
- information collected automatically while you use WAYR; and
- information generated through your activity on the platform.

5.1. Information you provide

When creating or managing your WAYR account, you may provide:

Account information

- Name
- Email address
- Password (securely managed through our authentication provider)
- Username or display name

Optional profile information

Depending on the features you choose to use, you may also provide:

- profile photograph
- city
- timezone
- phone number (if enabled)
- profile preferences

Providing optional information is your choice.

Customer Support

If you contact us, we may collect:



- emails
- support requests
- feedback
- screenshots
- attachments
- information you voluntarily provide to help resolve your enquiry.

Reward Activity

When redeeming rewards, we record:

- redemption requests
- reward selections
- redemption confirmations
- redemption timestamps
- redemption status

This information allows WAYR to fulfil rewards, resolve disputes and prevent fraudulent activity.

5.2. Information collected automatically

To operate WAYR safely and fairly, certain information is collected automatically.

Location Information

With your permission, WAYR may collect precise location information including:

- GPS coordinates
- location accuracy
- timestamps
- movement relevant to landmark validation
- destination proximity

Location information enables us to:

- display nearby landmarks
- guide journeys
- verify landmark visits
- validate reward eligibility
- protect against fraudulent check-ins.

WAYR only access' location when required for these features.

Journey & landmark activity

As you explore with WAYR, we record activity such as:

- journeys started
- journeys completed
- landmarks visited
- WAYPOINTS earned
- WAYPOINTS redeemed
- reward history



- achievement progress
- visit timestamps

This creates your exploration history and allows the WAYR economy to function accurately.

Device Information

We may automatically collect:

- device type
- operating system
- device language
- app version
- device identifiers (where permitted)
- crash reports
- diagnostic information

This information helps us maintain compatibility, identify bugs and improve performance.

Security & fraud prevention information

To protect WAYR and its community, we also collect information relating to:

- IP address
- login activity
- authentication logs
- account access history
- device sessions
- suspicious behaviour indicators
- attempted abuse of the rewards system
- technical indicators associated with simulated or spoofed locations (where available)

These measures help us maintain a fair rewards economy for all users.

5.3 Information generated through your use of WAYR

As you use WAYR, additional information is created through your interactions with the platform.

This may include:

- rewards redeemed
- QR code verification events
- partner redemption confirmations
- wallet balance
- WAYPOINT transaction history
- achievement unlocks
- leaderboard participation (where applicable)
- notification preferences
- saved places
- favourite locations

This information allows us to provide personalised features and maintain accurate account records.



5.4 Information stored on your device

To improve performance and reliability, WAYR may store limited information locally on your device, including:

- secure session tokens
- cached map information
- user preferences
- accessibility settings, and
- temporary application data.

This information remains on your device and may be removed by uninstalling the application or clearing app data where supported.

5.5 Information We Do Not Collect

WAYR is intentionally designed to minimise unnecessary data collection.

Unless required by a future feature that you explicitly choose to enable, we do **not** collect:

- your contacts
- SMS messages
- call history
- microphone recordings
- photo library (other than a profile image you choose to upload)
- browsing history
- health information
- biometric identifiers
- government identification documents
- banking credentials
- payment card details

We also do **not** sell your personal information or create advertising profiles based on your behaviour.

6. How we use your information

WAYR uses personal information only for purposes that are necessary to operate, improve and protect the Services.

We will not use your information for purposes that are materially different from those described in this Privacy Policy without notifying you or obtaining your consent where required by law.

6.1 To create and manage your account

We use your information to:

- create and authenticate your account
- personalise your profile
- manage your WAYPOINTS wallet
- maintain your exploration history
- remember your preferences
- keep your account secure; and



- communicate important account information.

Without this information, many core WAYR features cannot operate.

6.3 To verify real-world visits

A defining feature of WAYR is rewarding genuine exploration.

To maintain a fair and trusted rewards economy, we use your information to verify that visits occur in the real world before WAYPOINTS or journey progress are awarded.

Verification may include:

- your current location
- GPS accuracy
- visit timing
- proximity to the landmark
- cooldown periods between visits
- device integrity signals (where available); and
- technical indicators that help detect simulated or spoofed locations.

These checks help ensure that rewards are earned fairly by all users.

6.4 To process rewards

When you redeem a reward, we use your information to:

- generate secure redemption codes
- validate reward eligibility
- confirm successful redemption
- prevent duplicate claims
- update your WAYPOINTS balance
- notify participating partners of the redemption; and
- maintain an auditable transaction history.

This helps ensure rewards are delivered accurately while protecting both users and partners.

6.5 To maintain security

Protecting the WAYR community is one of our highest priorities.

We use information to:

- detect fraudulent activity
- investigate suspicious behaviour
- identify attempts to manipulate the rewards economy
- prevent unauthorised access
- protect partner offers
- monitor system integrity
- enforce our Terms of Service; and
- respond to security incidents.

Where appropriate, automated systems may assist in identifying unusual activity requiring further review.



7. Location privacy

Location information is fundamental to WAYR's exploration experience.

Unlike many applications that collect location primarily for advertising or analytics, WAYR uses precise location to enable core functionality.

Our goal is to use location responsibly, transparently and only when it benefits your experience.

7.1 Why WAYR uses location

With your permission, WAYR uses location to discover nearby landmarks, display interactive maps, provide navigation assistance, validate completed landmarks, verify reward eligibility, prevent fraudulent check-ins, confirm eligible reward redemptions, and improve the reliability of WAYR. Without access to location, some features of WAYR will not function correctly.

7.2 When location is collected

WAYR only requests precise location when it is needed to operate location-based features.

For example:

- viewing nearby landmarks
- beginning a journey
- validating arrival at a landmark
- redeeming eligible rewards
- confirming partner redemptions.

We do not collect continuous location simply because the app is installed.

7.3 Background location

WAYR does not continuously track your location in the background.

If future features require background location (for example, optional journey reminders or passive progress tracking), we will:

- clearly explain why it is needed
- request separate permission from you
- allow you to decline without affecting unrelated features wherever reasonably possible.

7.4 Your choices

You remain in control of location permissions. At anytime you may, allow precise location, allow approximate location, deny location access, revoke permissions through your device settings.

If location action is denied, some WAYR features, including landmark validation, nearby discovery and reward verification, may be unavailable.

7.5 How long location information is kept

We do not retain precise location indefinitely.

Location evidence associated with visits may be retained only for as long as reasonably necessary to:

- verify completed visits



- investigate disputed rewards
- prevent fraudulent claims
- maintain audit records
- comply with legal obligations.

Where possible, location information is deleted, anonymised or de-identified once it is no longer required.

8. How we share information

WAYR believes your personal information should remain private.

We do not sell your information to advertisers or data brokers.

We only share information where it is necessary to operate the Services, fulfil rewards or comply with legal obligations.

8.1 Service provides

To operate WAYR, we rely on trusted third-party providers who process information on our behalf. These providers may include services for:

- cloud infrastructure
- secure authentication
- database hosting
- mapping and geolocation
- transactional email delivery
- push notifications
- monitoring and security
- customer support
- application performance.

These providers may access personal information only to perform services for WAYR and are required to protect that information appropriately.

8.2 Participating partners

Partners only receive information necessary to honour an eligible reward or verify a redemption.

Depending on the reward, this may include:

- a redemption identifier
- redemption status
- timestamp
- reward type
- confirmation that redemption has been approved.

Partners do not receive:

- your live location
- your movement history
- your exploration history
- your WAYPOINTS balance



- your personal profile beyond what is necessary to complete the redemption.

Our goal is to give partners only the information required to provide the reward while protecting your privacy.

8.3 Business transfers

If WAYR is involved in a merger, acquisition, investment, business restructuring, or sale of assets, personal information may be transferred as part of that transaction.

If this occurs, your information will remain protected under this Privacy Policy (or a substantially equivalent successor policy), and you will be notified where required by law.

8.4 Legal Requirements

We may disclose personal information where we reasonably believe it is necessary to:

- comply with applicable law
- respond to lawful government requests
- enforce our Terms of Service
- investigate fraud
- protect the rights of WAYR
- protect our users
- protect participating partners
- protect public safety.

We only disclose information that is reasonably necessary for these purposes.

8.5 Aggregated and De-Identified Information

We may use or share aggregated or de-identified information for purposes such as:

- understanding travel trends
- improving the platform
- reporting overall platform activity
- tourism insights
- business analytics.

This information cannot reasonably identify individual users.

8.6 What we never share

WAYR will never knowingly:

- sell your personal information
- sell your location history
- provide your live location to partners
- sell advertising profiles
- allow third parties to build behavioural advertising profiles using your WAYR activity.

Your exploration belongs to you.



9. Third-party services

WAYR works with carefully selected third-party providers to deliver a secure, reliable and high-quality experience. These providers perform services on our behalf and only receive the information necessary to perform those services.

We require our providers to maintain appropriate security measures and comply with applicable privacy laws. While we carefully select these providers, each operates under its own privacy policy and legal obligations.

10. International data transfers

WAYR is an Australian company.

However, some of our technology providers operate internationally and may process or store information in countries outside Australia.

This means your information may be transferred to jurisdictions with privacy laws that differ from those in your home country.

Where personal information is transferred internationally, WAYR takes reasonable steps to ensure appropriate safeguards are in place, including:

- contractual privacy obligations;
- recognised security standards;
- industry-standard encryption;
- access controls;
- compliance with applicable privacy legislation.

Where required by law (including for users located in the European Economic Area or the United Kingdom), WAYR will implement appropriate safeguards for international data transfers, including Standard Contractual Clauses or equivalent legal mechanisms.

11. Data Retention

WAYR keeps personal information only for as long as it is reasonably required to:

- provide the Services
- maintain account integrity
- operate the WAYPOINTS economy
- investigate fraud
- resolve disputes
- meet legal obligations
- protect the security of the platform.

When information is no longer required, it will be securely deleted, anonymised or de-identified wherever reasonably practicable.

12. Security

Protecting your information is fundamental to maintaining trust in WAYR.



We implement technical, administrative and organisational safeguards designed to protect personal information from unauthorised access, misuse, alteration, disclosure or destruction.

While no online system can guarantee absolute security, WAYR continuously works to reduce risk and improve our security practices.

12.1 Security Measures

Depending on the services being used, WAYR employs measures including:

- encrypted communications using HTTPS/TLS
- secure authentication
- password hashing
- role-based access controls
- least-privilege access principles
- database security rules
- audit logging
- infrastructure monitoring
- automated threat detection
- secure software deployment practices
- regular backups
- system redundancy where appropriate.

12.2 Fraud prevention

Protecting the integrity of the WAYPOINTS economy is a core responsibility of WAYR.

To maintain fairness, we may use automated and manual processes to detect:

- location spoofing
- duplicate check-ins
- repeated redemption attempts
- unusual account activity
- suspicious device behaviour
- attempts to manipulate rewards.

Where necessary, WAYR may temporarily suspend rewards, investigate accounts or request additional verification before restoring access. These measures help ensure that rewards are earned fairly by everyone.

12.3 Your responsibilities

You also play an important role in protecting your information.

We recommend that you:

- choose a strong password
- keep your login credentials confidential
- protect your mobile device with a passcode or biometric security
- install application updates promptly
- notify WAYR immediately if you believe your account has been compromised.

WAYR will never ask you to disclose your password via email or customer support.



12.4 Security incidents

If WAYR becomes aware of a data breach that is likely to result in a risk of serious harm, we will respond in accordance with applicable privacy laws. Where required, we will investigate the incident, contain the breach, notify affected users, notify relevant regulatory authorities, and implement measures designed to prevent similar incidents in the future.

13. Your privacy rights

WAYR believes you should have meaningful control over your personal information.

Depending on where you live, applicable privacy laws may provide you with certain rights regarding the personal information we hold about you.

These rights may include:

- accessing your personal information
- correcting inaccurate or incomplete information
- requesting deletion of your personal information
- restricting or objecting to certain processing
- receiving a copy of your personal information in a portable format (where applicable)
- withdrawing consent where processing relies on your consent
- lodging a complaint with an appropriate privacy regulator.

Some rights may be limited where WAYR is legally required to retain information or where retaining information is necessary to protect the integrity of the platform or prevent fraud.

13.1 Accessing your information

You may request confirmation of whether WAYR holds personal information about you.

Where permitted by law, you may also request a copy of that information.

We may take reasonable steps to verify your identity before providing access to protect your privacy and the security of your account.

13.2 Correcting your information

We encourage you to keep your account information accurate and up to date.

You may update certain information directly within the WAYR app.

If information cannot be updated through the app, you may contact us and request a correction.

13.3 Requesting deletion

You may request deletion of your WAYR account at any time.

Where technically available, account deletion may be initiated directly within the application.

Alternatively, you may contact us using the details provided in this Privacy Policy.

Following a deletion request, WAYR will permanently remove or anonymise your personal information. Where information cannot immediately be deleted for these reasons, it will be securely retained only for as long as required.



13.4 Data portability

Where required by applicable law, you may request a copy of your personal information in a structured, commonly used and machine-readable format.

Where technically feasible, you may also request that this information be transferred to another service provider.

13.5 Marketing communications

If you have chosen to receive marketing communications from WAYR, you may opt out at any time by:

- using the unsubscribe link provided in emails
- contacting us directly.

Please note that essential service communications, including security notifications, account updates, legal notices and reward confirmations, cannot be opted out of while your account remains active.

13.6 Exercising Your Rights

To exercise any privacy rights, please contact:

Privacy Officer

WAYR Pty Ltd

Email: hello@gowayr.com

We may request information necessary to verify your identity before processing your request.

WAYR aims to respond to privacy requests within 30 days or within any shorter period required by applicable law.

14. Australian privacy rights

WAYR complies with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

Australian users have rights including:

- access to personal information
- correction of inaccurate information
- transparency regarding how information is collected and used
- secure handling of personal information
- the ability to make privacy complaints.

If you believe WAYR has not handled your personal information appropriately, we encourage you to contact us first so we can attempt to resolve the matter promptly.

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

15. International privacy rights

If you are located in a jurisdiction with additional privacy protections, including the European Economic Area (EEA), the United Kingdom or certain states within the United States, you may have additional rights under applicable privacy legislation.



These rights may include:

- the right to object to processing;
- the right to restrict processing;
- the right to data portability;
- the right to withdraw consent;
- the right to lodge a complaint with your local supervisory authority.

WAYR will honour these rights where they apply.

16. Children's Privacy

WAYR is designed for general audiences and is not intended for children below the age of 13.

We do not knowingly collect personal information from children who are not legally permitted to use the Services without appropriate parental or guardian consent.

If we become aware that personal information has been collected from a child in circumstances where consent was required and not obtained, we will take reasonable steps to delete that information as soon as practicable.

Parents or guardians who believe a child has provided personal information to WAYR should contact us immediately.

17. Third-Party websites and Services

WAYR may contain links to third-party websites, partner businesses or external services. These websites and services operate independently from WAYR and have their own privacy policies and practices. WAYR is not responsible for the privacy, security or content of third-party services. We encourage you to review the privacy policies of any external services before providing personal information.

18. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or platform functionality. Updated versions will be published within the App or on our website with a revised effective date.

19. Contact Us

If you have questions about this Privacy Policy, wish to exercise your privacy rights or would like to contact us regarding the handling of your personal information, please contact us using the details below.

Privacy Office
WAYR Pty Ltd
Email: hello@gowayr.com