Privacy Policy

Cutting Edge Cricket Pty Ltd

Trading as: Cutting Edge Cricket & Cutting Edge Academy
Last updated: 16 November 2026

1. Introduction

Cutting Edge Cricket Pty Ltd (ABN 76 165 353 944), trading as Cutting Edge Cricket & Cutting Edge Academy are committed to protecting the privacy and personal information of our players, parents and guardians, coaches, staff, website visitors and members of the wider cricket community.

This Privacy Policy explains how we collect, use, store and disclose personal information when you visit our website, register for coaching sessions or programs, participate in our tours, join the Cutting Edge Coaches Network, or otherwise interact with Cutting Edge Cricket.

We aim to manage personal information responsibly and in accordance with applicable Australian privacy laws, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles where applicable.

2. Personal Information We Collect

The type of information we collect depends on how you interact with Cutting Edge Cricket. This may include:

Personal and Contact Information

- Full name and date of birth.
- Email address and telephone number.
- Residential address, where required.
- Parent or guardian contact details for participants under 18.
- Emergency contact information.

Player and Coaching Information

- Cricket experience, playing level and coaching objectives.
- Session bookings, attendance records and program registrations.
- Information relevant to player development and coaching activities.

Health and Safety Information

- Relevant medical conditions, allergies, injuries or other information necessary to support participant safety.
- Emergency contact details and information required to respond to an emergency.

We collect health and other sensitive information only where reasonably necessary and with appropriate consent or other lawful authority.

Payments and Transactions

- Details of bookings, payments, invoices and refunds.
- Relevant transaction and payment records.

Payments may be processed through Square, including in-person payments and payments made through our Setmore online booking system. We may also issue invoices directly to customers.

Payment card details are generally processed by the relevant payment provider and are not stored directly by Cutting Edge Cricket.

Website and Communications Information

- Information submitted through website contact forms, registration forms, Google Forms and other enquiry forms.
- Communications sent to us by email, telephone or social media.
- Technical information such as IP addresses, browser type, device information and website usage data, where collected through our website or associated services.

Photographs and Video Recordings

- Photographs and videos taken during coaching sessions, matches, tours and events, where appropriate consent has been provided.
- Permission and consent records relating to the use of images or recordings.

3. How We Collect Personal Information

We may collect personal information directly from you when you:

- Complete a registration, booking or enquiry form through our website.
- Book individual coaching sessions or group programs through our online booking system.
- Register for school holiday masterclasses, cricket tours or other academy activities.

- Complete a Google Form for a particular program or event.
- Join or participate in the Cutting Edge Coaches Network.
- Subscribe to newsletters or other communications.
- Make a payment or receive an invoice.
- Contact us through our website, email, telephone or social media.
- Participate in coaching sessions, events or tours.

We use a number of third-party platforms to manage our operations, including:

- **Wix:** Our website platform, including website contact forms and registration forms.
- **Setmore:** Our online coaching booking and appointment management system.
- **Google Forms:** Used for selected program registrations, expressions of interest and event registrations.
- **Square:** Used to process in-person and online payments.

We may also receive information from a parent or guardian, an authorised representative, a cricket club, a school or another organisation involved in a participant's registration or development.

4. How We Use Personal Information

We use personal information for purposes reasonably connected with operating Cutting Edge Cricket, including to:

- Manage coaching enquiries, bookings and registrations.
- Deliver individual coaching, group programs, masterclasses and player development activities.
- Organise cricket tours, travel arrangements, accommodation and related activities.
- Communicate with players, parents, guardians, coaches and participants.
- Support participant safety, including managing relevant medical and emergency information.
- Process payments, invoices, cancellations and refunds.
- Administer the Cutting Edge Coaches Network, including event registrations and coach communications.
- Improve our coaching services, programs and website.
- Send updates, newsletters, promotional material and information about upcoming programs where permitted by law.

- Meet our legal, regulatory, insurance and administrative obligations.
- Respond to enquiries, complaints and requests.

We will not use personal information for unrelated purposes unless we have the individual's consent or are otherwise permitted or required by law.

5. Marketing and Communications

We may use your contact details to provide information about upcoming coaching programs, school holiday masterclasses, cricket tours, coaches' events and other Cutting Edge Cricket activities.

You can opt out of promotional emails by using the unsubscribe option provided or by contacting us directly at info@cuttingedgecricket.com.au.

Even if you opt out of marketing communications, we may still contact you about existing bookings, registrations, payments, safety matters or other essential administrative matters.

6. Photographs, Videos and Promotional Content

Cutting Edge Cricket may photograph or record coaching sessions, matches, tours and events for training, educational, promotional and marketing purposes.

For participants under 18, our registration forms include a photography and video consent section where parents or guardians can indicate whether they give permission for their child to be photographed or filmed.

We will use identifiable photographs and videos of underage participants for promotional or marketing purposes only where the appropriate consent has been provided.

Images and recordings may be used on:

- The Cutting Edge Cricket website.
- Cutting Edge Cricket social media accounts.
- Promotional and marketing materials.
- Other Cutting Edge Cricket communication channels.

If you have concerns about an image or recording, or wish to withdraw consent for future promotional use, please contact us.

We will consider requests to remove or stop using images and take reasonable steps to address them. Please note that material already published or shared by third parties may not always be able to be fully removed.

7. Disclosure of Personal Information

We do not sell personal information to third parties.

We may disclose relevant personal information to trusted service providers and other parties where reasonably necessary to operate our services, including:

Business and Technology Providers

- Wix, for website hosting and website form management.
- Setmore, for online bookings and appointment management.
- Google, for selected registration forms and information management.
- Square, for payment processing.
- Email, communication and other administrative service providers.

Other Service Providers

- Coaches, program organisers and authorised staff involved in delivering our services.
- Accounting and professional service providers.
- Insurers and relevant emergency or medical personnel where necessary.
- Government authorities or regulators where required or authorised by law.

We aim to disclose only the information reasonably necessary for the relevant purpose.

Where third-party providers process personal information on our behalf, their own privacy policies and security practices may also apply.

8. Overseas Tours and International Disclosure

Cutting Edge Cricket organises cricket tours and activities outside Australia, including programs involving international cricket academies and overseas coaching partners.

When organising overseas tours, we may share limited participant information with relevant overseas organisations and service providers where necessary.

Overseas Cricket Academies

We generally share only participants' names with overseas cricket academies and coaching partners for the purposes of coordinating training sessions, matches and tour activities.

Travel Providers

Where necessary to organise travel, we may share participants' names and relevant travel documents with travel providers, airlines, accommodation providers or other organisations involved in making travel arrangements.

We only share this information where reasonably necessary for the arrangements being made.

Some website, email, payment and cloud storage providers may also store or process personal information outside Australia. The countries involved will depend on the providers and services we use.

9. Children and Young People

Cutting Edge Cricket provides coaching and development opportunities for children and young people. We recognise the importance of protecting their personal information.

We may collect information about a participant from their parent or guardian, or directly from the participant where appropriate.

For participants under 18, we encourage parents and guardians to assist with registrations and the provision of relevant health, safety and emergency information.

We will seek parental or guardian consent where required by law or appropriate to the activity, including for the use of photographs and videos for promotional purposes.

We take reasonable steps to limit access to young people's personal information to authorised individuals who need it for coaching, administration, safety or other legitimate purposes.

We do not knowingly collect more personal information from children than is reasonably necessary for the relevant activity.

10. Storage and Security

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure.

Depending on the information and how it is collected, security measures may include:

- Password-protected accounts and systems.
- Access restrictions for authorised personnel.
- Secure electronic storage and reputable third-party service providers.
- Appropriate procedures for handling, retaining and disposing of records.

Personal information collected through our website, booking systems, registration forms and payment platforms may be stored by the relevant service provider in accordance with its own security and privacy practices.

No method of electronic storage or transmission is completely secure. While we take reasonable precautions, we cannot guarantee absolute security.

If a data breach occurs, we will respond in accordance with applicable legal obligations, including any requirements to notify affected individuals and relevant authorities.

11. Retention and Disposal of Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including program administration, coaching records, financial recordkeeping, safety, insurance and legal compliance.

When information is no longer required and we are not legally required to retain it, we will take reasonable steps to securely destroy or de-identify it.

Retention periods may vary depending on the type of record and applicable legal requirements.

12. Cookies and Website Analytics

Our website is hosted through Wix and may use cookies and similar technologies to support website functionality, understand visitor activity and improve the user experience.

We may also use analytics tools or other third-party services to understand how visitors interact with our website.

These technologies may collect information such as browser type, device details, pages visited and general usage patterns.

You may be able to manage cookies through your browser settings. Disabling certain cookies may affect website functionality.

Where required, we will provide appropriate information and obtain consent for the use of cookies or similar technologies.

13. Accessing and Correcting Personal Information

You may request access to personal information we hold about you and ask us to correct information that is inaccurate, out of date, incomplete, irrelevant or misleading.

To make a request, please contact us using the details in Section 16.

We may need to verify your identity before processing a request. Where a request relates to a child or young person, we may also need to confirm the authority of the parent or guardian making the request.

We will respond within a reasonable period and in accordance with applicable law. In some circumstances, we may be unable to provide access to particular information where a legal exception applies. If we refuse a request, we will explain our reasons where required.

14. Privacy Complaints

If you believe that Cutting Edge Cricket has mishandled your personal information or breached an applicable privacy obligation, you may submit a complaint using the contact details in Section 16.

Please include enough information for us to understand the concern and investigate it.

We will acknowledge and investigate complaints, request further information if necessary, and respond within a reasonable period.

If you are dissatisfied with our response, and the matter falls within the relevant authority's jurisdiction, you may be able to complain to the Office of the Australian Information Commissioner (OAIC).

Website: https://www.oaic.gov.au/

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, information handling practices, technology or legal obligations.

The updated version will be published on our website with a revised "Last updated" date.

We encourage you to review this page periodically.

16. Contact Us

If you have questions about this Privacy Policy, wish to access or correct your personal information, or want to raise a privacy concern, please contact:

Cutting Edge Cricket Pty Ltd

Trading as: Cutting Edge Cricket

Email: info@cuttingedgecricket.com.au

Website: https://cuttingedgeacademy.com.au/

Location: Melbourne, Victoria, Australia

Please use the subject line "Privacy Enquiry" to help us direct your request to the appropriate person.

CUTTING EDGE CRICKET

This Privacy Policy is intended to explain our general approach to handling personal information. It should be read alongside any relevant registration forms, consent forms, booking terms and other notices provided for specific programs or activities.