



## MyCareerMatch AI (MCM AI) – Privacy Policy

**Effective Date:** 11 August 2025

**MyProfile Pty Ltd** respects your privacy and is committed to protecting the information you share while using MCM AI. This policy explains how we handle your information in compliance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

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### 1. Who We Are

MCM AI is an online careers and course guidance tool provided by MyProfile Pty Ltd for use in Australian schools. It is designed to give students personalised guidance without requiring them to disclose identifying personal information.

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### 2. Information We Collect

- **No personal identifiers are required.** We do **not** request or store your name, email, phone, school, address, age, gender, or location.
- **Optional information:** If you type personal information into a Chat (e.g. “I go to [school name]” or “I live in [town]”), it is:
  - o Not linked to your account or identity
  - o Stored only if you choose to save the conversation
  - o Delete able by you at any time

We strongly advise **not** to include any identifying personal information in your Chat entries.

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### 3. Purpose of Use

We only process your input to generate real-time AI responses.

- Your MCM AI prompts and responses are automatically stored **unless** you delete the conversation before closing.
- You can at anytime you log in to MCM AI, delete a particular AI conversation or all conversations.

- We **do not** sell, share, or analyse your prompt data for marketing.
  - Data may be temporarily held in memory during your active session for convenience.
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#### 4. Students Under 18

MCM AI is suitable for students **aged 13 and over**.

If you are under 18, your use of this platform should be under the guidance of your school, teacher, or parent/guardian.

We do not knowingly collect or store any information that could personally identify a child.

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#### 5. Chat Storage and Control

You control your data. You can:

- Delete individual prompts
- Clear an entire topic
- Start a new session at any time

If you save a Chat, it remains until you delete it. Conversations are otherwise stored only for the active session. You are also able to **Delete** your account and all data.

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#### 6. Forgotten Login Details

For your privacy and security, we cannot retrieve or reset forgotten usernames or passwords. You will need to create a new account. We recommend you change your Password from time to time.

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#### 7. Security and Storage

- All data is hosted on **AWS Sydney (Australia)** and complies with:
    - o Privacy Act 1988 (Cth)
    - o Australian Government Protective Security Policy Framework (PSPF)
    - o Information Security Manual (ISM)
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- **Encryption:**
  - o Data at rest: AES-256 encryption
  - o Data in transit: TLS 1.2 or higher
- Keys are managed via AWS Key Management Service (KMS).
- AWS Sydney holds IRAP, ISO 27001, SOC 1/2/3 and GDPR-readiness certifications.
- **MCM AI bespoke security**

MyCareerMatch offers client an option to privatise their own MCM AI. In this case each client has a dedicated subdomain URL not shared by others. Bespoke clients have their own knowledge base and MCM AI is trained to use this data in the first instance.

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## 8. Retention and Deletion

- Temporary Chat data is deleted when your session ends unless you choose to save it.
- Saved Chat data is kept until you delete it.
- You may request deletion of all associated data by emailing [privacy@myprofile.com.au](mailto:privacy@myprofile.com.au).

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## 9. Your Rights

Under the Australian Privacy Principles, you have the right to:

- Access information we hold about you
- Request correction of any information
- Request deletion of saved data
- Make a privacy complaint

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## 10. Complaints Handling

If you have concerns about how we have handled your information:

1. Contact our Privacy Officer at [privacy@myprofile.com.au](mailto:privacy@myprofile.com.au)
2. If you are not satisfied, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC): Website: [www.oaic.gov.au](http://www.oaic.gov.au) Phone: 1300 363 992

## 11. Contact Us

### Privacy Officer

MyProfile Pty Ltd

Email: [privacy@myprofile.com.au](mailto:privacy@myprofile.com.au)

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This privacy policy is designed to meet **Australian Government program requirements** and the **Australian Privacy Principles** while ensuring a safe and private experience for high school students.

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