Privacy Policy - For people viewing a virtual tour

Last updated: 24 July 2026

Who we are

This policy explains what information we collect when you view a virtual tour, and what we do with it. In this policy, **we**, **us** and **our** means YouTour Pty Ltd (ACN 617 041 479), trading as You Tour.

A virtual tour is a fly-through video and 360° imagery of a school or organisation, published at a web address under their name. When you watch one, a small amount of information is collected so the school or organisation can understand how people are using their tour. This policy is about that information.

We don't ask for your name, your email, or any way of contacting you.

What we collect when you view a tour

YouTour Analytics

We run our own YouTour analytics software. It doesn't use cookies. For each viewing session it collects:

- A randomly generated session identifier — this is **not** a cookie, and it isn't linked to you
- Which parts of the tour you viewed, and for how long
- Your country, state and city — worked out from the connection your device makes, which we don't store
- Your language, device type, browser and platform
- The date and time
- The name of the tour you're viewing

That's the complete list for our own analytics.

Google Analytics

We also use Google Analytics to understand how our services are used. Google Analytics collects your device, browser and approximate location, and shares that information with Google. Google keeps it for two months.

We don't use Google's advertising features. That means we don't use Google Analytics for advertising, remarketing or retargeting, and we don't build advertising audiences from it.

Google Analytics may use cookies. You can opt out of Google Analytics on any website using Google's browser add-on: tools.google.com/dlpage/gaoptout

How we use it

We use this information for one purpose: to show the school or organisation how visitors are moving through their tour — which areas are popular, how long people spend, roughly where viewers are coming from. It helps them improve their tour.

We don't sell it, and we don't use it to advertise to you.

Your session isn't linked to you

We can't connect a viewing session to a named person, and we don't try to. This is how the system is built, on purpose.

One practical consequence: if you ask us to show you, correct, or delete the analytics we hold about you, there's nothing for us to find — we have no way of knowing which session was yours. This isn't us refusing; there simply isn't a record tied to your identity.

Where our analytics information is stored

The analytics described above is held by our own software, on our own systems in **Sydney, Australia**. Google Analytics is stored on Google's servers, which are global.

Where the videos and images on YouTour are stored (not your analytics)

The tour you're watching — the video and imagery — is stored in Sydney, Australia and delivered through a content delivery network. This keeps a temporary copy of the tour on servers around the world, so it loads quickly wherever you are: a user in London or Tokyo loads it from a nearby server rather than from Sydney. Only the version the school or organisation has approved for public viewing is delivered this way. We can purge these temporary copies at any time, and the content delivery network keeps only those temporary copies — not a separate archive.

Some backup copies of the video tour content are currently held in our company's Google Workspace, which can store data outside Australia. We are currently migrating away from this over the coming months. These backups contain only tour files that are already publicly available.

Tracking added by schools and organisations

Some schools and organisations choose to add their own tracking to their tour using Google Tag Manager. **This is turned off by default.** Where a school or organisation turns it on, they decide what tracking runs and what information it collects — we don't control it and we don't receive that data. The school or organisation's own privacy policy covers it.

Your choices

- **Limiting what's collected.** You can use your browser's privacy settings to limit analytics, or simply not view the tour.
- **Questions about your information.** If you'd like to know more about what we collect, or you have a concern, contact us using the details below.
- **Complaints.** If you believe we've mishandled your information, please contact us first and give us the details — we'll look into it and respond. If you're not satisfied, you can also contact the relevant privacy regulator: in Australia, the Office of the Australian Information Commissioner (oaic.gov.au); in New Zealand, the Office of the Privacy Commissioner (privacy.org.nz).

Keeping your information secure

We take reasonable steps to protect the information we hold from loss, misuse and unauthorised access. No system is perfectly secure, but we limit what we collect in the first place, and what we collect through our own analytics stays on our own systems in Australia.

We keep YouTour's viewing analytics — which aren't linked to you, as explained above — for up to 2 years. Google keeps Google Analytics data for two months.

Other websites

A tour may contain links to other websites — for example, a link to the school or organisation's own site. We don't control those sites and aren't responsible for how they handle your information. Their own privacy policies apply.

Changes to this policy

We may update this policy from time to time. When we do, we'll change the date at the top. The current version is always the one published here.

Contact us

For any question about this policy or your information:

YouTour Pty Ltd (ACN 617 041 479), trading as You Tour

Email: **dan@youtour.com.au**