

## **Privacy Policy**

**Effective Date: 01 March 2022**

This Privacy Policy describes how **DATA AND MARKET INTELLIGENCE PTY LTD** (“we”, “our”, “us”) collects, uses, stores and discloses personal information.

We are committed to protecting your privacy in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

### **1. Company Details**

#### **DATA AND MARKET INTELLIGENCE PTY LTD**

ABN: 91657678530

41 Merrilee Crescent

2086 Frenchs Forest NSW

Australia

Email: [info@datareach.eu](mailto:info@datareach.eu)

### **2. Information We Collect**

We may collect the following types of information:

- **Contact information:** name, email address, phone number, company details.
- **Transaction information:** billing details, payment confirmation.
- **Website usage data:** IP address, browser type, pages visited, cookies.
- **Communications:** enquiries you send us via email or contact forms.

### **3. How We Collect Information**

- Directly from you when you fill out forms, purchase products, or contact us.
- Automatically when you use our website (via cookies and analytics tools).
- From third parties, where you have given consent or it is otherwise lawful.

### **4. Purpose of Collection**

We collect and use your personal information to:

- Provide our services and deliver requested data.
- Respond to enquiries and provide customer support.
- Process transactions and send invoices/receipts.
- Improve our website and services.
- Comply with legal and regulatory requirements.

### **5. Disclosure of Information**

We may disclose your information to:

- Our service providers (IT, payment processing, hosting, analytics).
- Professional advisers (accountants, lawyers) where required.
- Regulatory authorities, if legally required.

We do **not** sell or rent your personal information to third parties.

## **6. International Transfers**

As we may serve clients outside Australia, your information may be transferred and processed outside Australia. Where we do so, we take reasonable steps to ensure your information is protected.

## **7. Data Security**

We take reasonable steps to protect your information against misuse, loss, unauthorised access, modification or disclosure. However, no data transmission over the internet can be guaranteed as 100% secure.

## **8. Retention**

We keep your personal information only as long as necessary for the purposes described in this Policy or as required by law.

## **9. Your Rights**

You may:

- Request access to the personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Opt out of marketing communications at any time.

Requests can be sent to [info@datareach.eu](mailto:info@datareach.eu)

## **11. Updates to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted on our website with a revised effective date.

## **12. Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

### **Privacy Officer**

DATA AND MARKET INTELLIGENCE PTY LTD

Email: [info@datareach.eu](mailto:info@datareach.eu)