

# Privacy Policy

## WHO WE ARE

We are Platformic Pty Ltd (Platformic).

Platformic offers quoting and job management software (**Platformic products and services**).

## PRIVACY POLICY STATEMENT

Platformic is committed to protecting your privacy and personal information. This Privacy Policy explains what personal information is collected, retained, used and disclosed by us and how we manage that personal information. We value your privacy and compliance with Australian Privacy Principles and the *Privacy Act 1988*.

This Privacy Policy relates to the collection and use of personal information you may provide to us through the purchase of Platformic goods and services as well as use of our website, social media accounts, attending our office, or any other engagement that you have with us.

## WHAT IS PERSONAL INFORMATION?

The Privacy Act 1988 (Cth) defines 'personal information' as meaning information or an opinion about an identified individual, or an individual who is reasonably identifiable:

- a. whether the information or opinion is true or not; and
- b. whether the information or opinion is recorded in a material form or not.

If information does not disclose your identity or enable your identity to be ascertained it will in most cases not be classified as "personal information" and will not be subject to this privacy policy. For example, personal information can include private information such as a person's name, address, age, gender and phone number, as well as other information such as, credit information and commentary or opinion about a person whether based on other information or inferred about them.

Personal information can be confidential, sensitive or public.

## WHAT PERSONAL INFORMATION DO WE COLLECT AND HOW DO WE COLLECT THAT INFORMATION?

We may collect personal information from you directly by a variety of means including:

- personal details you provide us when engaging our services or making a purchase with us. This includes details such as your name, phone number, email address, address, billing address, date of birth, gender and occupation;
- information provided to us when providing instructions to us;
- information you provide to us by way of enquiry, feedback, reviews and complaints;
- information you provide to us when making a booking and visiting our office;
- payment information when purchasing PLATFORMIC products and services credit/debit card, security code numbers and billing information so that we can process your order

We may also collect personal information from you indirectly by the following means:

- information collected from you when you interact with our website and social media accounts, including webpages and PLATFORMIC products and services that you view;

- information collected from your device when you access our website or our social media accounts, including your IP address, location, web browser settings and type and user profile;
- Google Analytics, which may add cookies that collect information automatically through visits to our website
- PLATFORMIC will at times work collaboratively with freelancers. Personal information may be shared between these parties in the due course of their work.

Our website may contain links to third party internet sites for your convenience and information. Each of these third party internet sites may collect personal information from you in accordance with their own privacy policies. We take no responsibility for third party internet sites practices or policies and are not liable for any loss or damage suffered from the use of these sites. You should refer to their own Privacy Policies.

## **WHY DO WE COLLECT PERSONAL INFORMATION?**

We collect personal information for a variety of reasons. We collect personal information primarily to provide and improve our products and services, ensuring you receive the best possible experience

We may also collect your personal information for the following purposes:

- to optimise the PLATFORMIC products and services that we provide to you and the means we provide them;
- to more accurately market and promote PLATFORMIC's products and services to you including those that may interest you;
- surveys, newsletters, education, events and special offers;
- customer research and analysis;
- to conduct credit checks if necessary;
- to identify you to establish actions within our system for you;
- to enable us to address your expectations and any questions or comments you may have of us in respect of how we conduct our business;
- to screen for potential risk and fraud;
- to comply with our legal, recording, compliance and regulatory obligations; and
- to defend or enforce our legal rights in legal proceedings;

We will refer to all of the above purposes as **Permitted Purposes**.

By using our website, retaining us and purchasing the PLATFORMIC products or services, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected such information direct from you, and if it is material of a type which you would reasonably expect to receive from us. We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature by way of the unsubscribe facility or by contacting us.

## **WHO DO WE GIVE YOUR PERSONAL INFORMATION TO?**

We will only use the personal information you provide to us for the Permitted Purposes.

We will only disclose personal information about you when it is necessary and appropriate for the Permitted Purposes.

We may disclose your personal information in the following circumstances:

- to third party contractors and our service providers who help us to operate our business and provide the PLATFORMIC products and services to you on our behalf. Your personal information may also be exposed from time to time to maintenance and support personnel

acting in the normal course of their duties. This may include but is not limited to cyber security protection, third party applications etc.

- between our related entities to help us ensure that your personal information remains up-to-date and complete and so that we may better understand and meet your needs and interests;
- with regulators, government bodies, credit agencies fraud or crime prevention providers where it is reasonably necessary for a legal purpose or dispute resolution processes or as required by law.

We will not give your personal information to any other third parties without your prior consent, except for when it is reasonably necessary for legal purposes or dispute resolution processes or required by law, or to protect our rights, safety or property.

When we have to send your personal information to contractors or service providers to carry out work on our behalf, or to our related bodies corporate, we require these organisations to comply with this Privacy Policy and, in certain situations we require a confidential undertaking to protect your personal information.

We do not sell your personal information to others.

## **HOW DO WE HOLD YOUR PERSONAL INFORMATION AND KEEP IT SECURE?**

We keep your personal information stored in both electronic form (using our IT systems or the IT systems of third party providers required to provide you with the PLATFORMIC products and services), as well as in paper form (when it is provided to us or prepared by us in hard copy).

We take reasonable and appropriate steps to protect and safeguard your personal information.

We only allow authorised personnel access to your personal information, and we require them to treat personal information as confidential unless it is otherwise public.

Unfortunately, no data transmission can be totally secure, and we cannot guarantee unauthorised access to your personal information will not occur. Any personal information you provide us will be provided at your own risk and subject to the mandatory operation of law, we are not liable for events arising from any unauthorised access to your personal information. However, if you become aware of a security breach involving your personal data, please contact us.

## **CAN YOU GAIN ACCESS TO YOUR PERSONAL INFORMATION AND CORRECT IT?**

You have the right to request access to any personal information we hold about you. You also have the right to request correction to any of the personal information we hold about you.

If you would like details of the personal information that we hold about you in order to update it, correct it or for any other reason please forward a written request to our Privacy Officer whose contact detail are set out below.

*Privacy Officer Platformic*

*3 Godfrey Street, Darlington, SA, 5047*

*E: [hello@platformic.app](mailto:hello@platformic.app)*

We may ask you to complete a Personal Information Request Form. Once a request has been made, the Privacy Officer will aim to contact you within 5 business days.

We will require you to satisfy identity validation procedures to prove that you are the individual requesting the personal information.

The process for access and correction of your personal information may also be available to you under the *Freedom of Information Act 1991* (SA).

## **HOW CAN YOU CONTACT US WITH ANY QUESTIONS OR MAKE A COMPLAINT?**

If you have any questions, comments or concerns about our Privacy Policy and how we deal with your personal information or would like to make a complaint, please contact our Privacy Officer.

The Privacy Officer will treat any request or complaint respectfully and with confidentiality. Once a request or complaint has been made the Privacy Officer will contact you within 5 business days. We are committed to working with you to resolve any concerns or complaints in an effective and timely manner.

If you are not satisfied with the outcome or the way in which we have handled your request or complaint, you may be able to make a complaint to the Office of Australian Information Commissioner (**OAIC**) who is an impartial third party. OAIC details and information about making a complaint can be found at the website below.

<https://www.oaic.gov.au/privacy/privacy-complaints>

## **CHANGES TO OUR PRIVACY POLICY**

We do not expect to make changes to our Privacy Policy regularly, however we reserve the right to do so at any time to reflect changes in the way we collect and manage your personal information and to accommodate for any changes required by law. Changes to our Privacy Policy will take effect when they are published on our website.

This Privacy Policy was last updated on 30/04/2025