



Nevermiss Privacy Policy

Social media content and publishing service

Operated by Aera Group Pty Ltd | ABN 79 665 090 764

Effective date: 1 July 2026

1. About this policy

This Privacy Policy explains how Aera Group Pty Ltd (Aera, we, us or our) handles personal information through Nevermiss, an application that helps businesses create, schedule and publish content to the social media and business accounts they choose to connect.

It applies to Nevermiss account holders and to information processed through connected platform accounts. In this policy, an organisation is the Nevermiss workspace that holds a customer's shared content, brand information and platform connections, and a user is an individual who accesses that organisation. Customers remain responsible for the content they create, approve and publish through Nevermiss.

2. Information we collect

Depending on how Nevermiss is used, we may collect:

- **Account information** — name, business email address, telephone number, business details and account preferences.
- **Content and business information** — posts, prompts, descriptions, images, videos, links, brand information and publishing instructions.
- **Website information** — public information from a business website supplied during onboarding, used to build a brand profile.
- **Connected-platform information** — OAuth tokens, account or Page identifiers, account names, permissions, connection status, publishing results and API errors.
- **Information generated by Nevermiss** — AI-generated content, embeddings used for matching and search, and publishing records.
- **Technical information** — IP address, browser and device information, access times, logs and security events.
- **Billing information** — billing and transaction records, if paid subscriptions are introduced. Aera will not store full card details where payment is processed directly by a payment provider.

Platform authentication occurs through each platform's own login process. We do not receive or store a user's platform password.

3. How we use information

We use information to:

- provide, administer, support and secure Nevermiss;
- generate content based on customer instructions and brand information;
- connect authorised social media and business accounts;
- create, schedule and publish content following an authorised user action, approval or instruction;
- display connected accounts, publishing status and errors; and
- troubleshoot the Service, prevent misuse and comply with legal obligations.

We do not sell personal information. We do not use connected-platform information for independent advertising or for purposes unrelated to providing Nevermiss.

HEAD OFFICE

4 Birmingham St,
Alexandria Sydney,
NSW, 2000

CANBERRA

L7 / S3 15 London Ct
Canberra City
ACT, 2601

BRISBANE

L22, 69 Ann Street
Brisbane, QLD 4000

MELBOURNE

South Rialto Tower, S17,
L27, 525 Collins Street,
Melbourne VIC 3000

MELBOURNE

S21 / L3, 799
Springvale Rd,
Mulgrave VIC 3170

ATHENS

Vouliagmenis
Avenue 99, Athens,
P.C. 11636, 3rd floor



4. Connected platform information (Meta, Google, LinkedIn and Pinterest)

When a user connects a platform — such as Facebook or Instagram (Meta), Google Business Profile, LinkedIn or Pinterest — Nevermiss accesses information from that platform only through the permissions the user authorises, and only to provide the Nevermiss features the user has requested.

Nevermiss does not intentionally access private messages, publish without an authorised instruction, or access information unrelated to the requested features. If a future feature requires additional information or permissions, we will update the relevant disclosure and obtain the required authorisation before that access begins.

Google API Limited Use Nevermiss's use and transfer of information received from Google APIs to any other application will adhere to the Google API Services User Data Policy, including the Limited Use requirements. Consistent with those requirements, Nevermiss does not use Google user data to train generalised or third-party artificial-intelligence models.

5. Sharing information

We share information only where needed to provide, support or secure Nevermiss, or where required or authorised by law. Recipients may include:

- the social media and business platforms a user selects (such as Meta, Google, LinkedIn and Pinterest);
- AI providers used to generate text, images or embeddings;
- hosting, storage, email, monitoring, security, support and payment providers; and
- professional advisers, regulators, courts or law-enforcement bodies, where appropriate.

Service providers may only handle information for the services they provide to Aera, and subject to applicable contractual requirements.

6. Overseas processing

Some platform operators and service providers may process information outside Australia. Where they do, we take reasonable steps to ensure the information continues to be handled consistently with this policy.

7. Security and retention

We take reasonable technical and organisational steps to protect personal information. These may include encryption of sensitive tokens, access controls, separation of customer data, monitoring and incident-response processes. No system is completely secure.

We retain information only for as long as reasonably necessary to provide and secure Nevermiss, meet legal and accounting obligations, resolve disputes and protect our rights. When information is no longer required, we take reasonable steps to delete or de-identify it, subject to lawful retention requirements and technical backup cycles. Where an organisation is deleted, its remaining data is retained for up to 30 days before permanent deletion, as described in section 8.

8. Disconnecting accounts and deleting data

Disconnecting a platform

You can disconnect a connected platform at any time in Nevermiss under Settings → Platforms, by selecting "Disconnect" on that platform's card (for example Facebook, Instagram, LinkedIn, Pinterest or Google Business Profile). You can also revoke Nevermiss's access from within the platform's own settings. After you disconnect or revoke access, Nevermiss stops making new API requests using that authorisation, except where limited

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processing is required to complete an action you have already requested, secure the Service, or comply with law.

Deleting your account

Any user can delete their own account. This removes your personal access and personal information from the organisation. On its own, it does not delete the organisation's shared data, other users' access, or the organisation's platform connections. If you are the only user in the organisation, deleting your account also triggers deletion of the organisation, as described below.

Deleting an organisation

An organisation's Owner can delete the entire organisation. This action:

- immediately revokes and deletes all connected social platform tokens; and
- begins a 30-day retention period for the organisation's data (including the requesting user's own account and information), after which the organisation and its data are permanently deleted.
- During this 30-day period, the organisation's Owner can cancel the deletion at any time, restoring full access for all users. This window allows recovery in the event of accidental deletion.

You can also email enquiries@aera.com.au with the subject "Nevermiss Data Deletion" to request deletion. We may take reasonable steps to verify your identity and authority before actioning a request. We do not charge a fee to delete your data.

9. Access, correction and complaints

You may ask to access or correct the personal information we hold about you, or make a privacy complaint, by contacting our Privacy Officer using the details in section 12. We may verify your identity before responding. We will acknowledge a privacy complaint and aim to respond within 10 business days. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

10. Children and third-party platforms

Nevermiss is intended for business users and is not directed to children. A user's relationship with a connected platform is also governed by that platform's own privacy policy and terms. Aera does not control how those platforms independently handle information.

11. Changes to this policy

We may update this policy when Nevermiss features, providers, legal obligations or information-handling practices change. If a change is material, we will provide notice through Nevermiss, by email or by another appropriate method.

12. Contact us

Privacy Officer, Aera Group Pty Ltd
PO Box 7352, Alexandria NSW 2015, Australia
Email: enquiries@aera.com.au
Phone: 1300 700 929
Website: www.aera.com.au

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