IROLA
Creative Agency

Privacy Policy

IROLA Creative Agency (ACN 162 521 986) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose and manage your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

We provide marketing, social media management, paid advertising, content creation and related services to businesses. In the course of providing these services we collect personal and business information to deliver and manage your marketing activities.

By engaging our services, visiting our website or providing us with your information, you consent to the collection and use of your information in accordance with this Privacy Policy.

1. WHAT PERSONAL INFORMATION WE COLLECT

We may collect the following types of personal information from you:

Personal information

- Your name, date of birth and contact details including phone number, email address and postal address
- Your occupation, business name and ABN
- Payment and billing information including bank account or credit card details
- Information you provide when you enquire about, book or purchase our services
- Communications between us including emails, messages and feedback
- Business information including your business name, ABN, business address, industry, target audience and brand guidelines
- Access credentials for social media accounts, advertising platforms, scheduling tools, analytics platforms and other marketing tools you authorise us to manage
- Advertising account information including ad account IDs, billing details and campaign data
- Audience data, analytics and performance data from your platforms and campaigns
- Content, imagery, copy and brand assets you provide for use in marketing activities
- Payment method details you authorise us to hold for the purpose of funding advertising spend on your behalf

2. HOW WE COLLECT YOUR INFORMATION

We collect personal information in the following ways:

- Directly from you when you complete a booking, enquiry or intake form
- When you sign a service agreement or other contract with us
- Through our website, social media profiles or online booking systems
- Via email, phone, direct message or in person conversations
- Through third party platforms or payment processors you use to engage with us
- From publicly available sources where relevant

We will only collect information that is reasonably necessary for the delivery of our services. You are not required to provide us with personal information, but if you choose not to, we may not be able to provide you with the services you are seeking.

3. WHY WE COLLECT IT AND HOW WE USE IT

We collect and use your personal information for the following purposes:

- To provide, manage and deliver our services to you
- To process payments and issue invoices and receipts
- To communicate with you about your booking, project or engagement
- To respond to your enquiries and provide customer support
- To comply with our legal obligations
- To improve our services and business operations
- For marketing and promotional purposes where you have consented or where permitted by law
- To manage your social media accounts, advertising campaigns and marketing activities on your behalf
- To create, schedule and publish content in accordance with your instructions and approved strategy

- To access advertising platforms and manage advertising spend within your authorised limits
- To report on campaign performance and provide strategic recommendations

We will not use your personal information for any purpose that is unrelated to our services without your consent.

4. WHO WE SHARE IT WITH

We may disclose your personal information to the following types of third parties:

- Third-party service providers who assist us in delivering our services, including payment processors, accounting software, scheduling platforms, cloud storage providers and email service providers
- Our contractors, subcontractors or assistants engaged to assist with delivery of your project or engagement
- Professional advisors including our lawyers and accountants
- Regulatory bodies or government agencies where required by law
- Social media platforms and advertising platforms through which we deliver your campaigns, including Meta, Google, TikTok and LinkedIn
- Scheduling, analytics and marketing tools we use to manage and report on your marketing activities
- Third-party content creators, copywriters or specialists engaged to assist with delivery of your campaign
- Artificial intelligence tools and platforms we use to assist with content creation, analysis and the delivery of your marketing activities

We do not sell your personal information to any third party. We do not share your information with third parties for their own marketing purposes without your consent.

5. STORAGE, SECURITY AND OVERSEAS TRANSFERS

We take reasonable steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure. We store your information securely using password-protected systems, encrypted storage and access controlled platforms.

Some of the third party platforms and service providers we use to operate our business may store or process your information outside of Australia, including in countries that may not have equivalent privacy protections to those in Australia. By using our services, you consent to your personal information being transferred to and stored outside Australia where this is necessary for the delivery of our services.

We will take reasonable steps to ensure that any overseas recipients handle your personal information in accordance with the Australian Privacy Principles or are otherwise bound by comparable privacy obligations.

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law.

6. USE OF ARTIFICIAL INTELLIGENCE

We may use artificial intelligence (AI) tools and technologies to assist us in delivering our services. This may include using AI to:

- Draft, generate and refine content, copy and captions
- Create or edit images, graphics and other creative assets
- Research, analyse and summarise audience, market and campaign data
- Generate content ideas, strategy suggestions and recommendations
- Optimise scheduling, targeting and advertising performance
- Assist with administrative tasks such as drafting communications and reports

In the course of using these tools we may input business and personal information you provide to us, such as brand guidelines, content briefs, audience data and campaign information. We take reasonable steps to ensure the AI tools we use are reputable and offer appropriate privacy and security protections.

We do not rely solely on AI to make decisions that have a significant effect on you. All AI assisted content and outputs are reviewed by us before they are used or published.

Many AI tools and providers are located overseas and may store or process your information outside Australia. Where we use these tools, your information may be transferred to and processed in other countries in accordance with the Storage, Security and Overseas Transfers section of this policy.

Where we input information into AI tools, we take reasonable steps to ensure only the information necessary for the task is used.

7. YOUR RIGHTS

You have the right to:

- Request access to the personal information we hold about you
- Request that we correct any personal information that is inaccurate, incomplete or out of date
- Request that we delete your personal information in certain circumstances
- Withdraw your consent to the use of your personal information for marketing purposes at any time
- Make a complaint if you believe we have not handled your personal information in accordance with the Australian Privacy Principles

To exercise any of these rights, please contact us using the details below. We will respond to all requests within a reasonable timeframe. We may need to verify your identity before processing your request.

8. COOKIES AND WEBSITE ANALYTICS

If you visit our website, we may use cookies and similar technologies to collect information about how you use our site. This may include your IP address, browser type, pages visited and time spent on our site. This information is used to improve our website and understand how visitors interact with our content.

You can disable cookies through your browser settings. Disabling cookies may affect your ability to use some features of our website.

9. MARKETING COMMUNICATIONS

We may send you marketing communications about our services where you have consented to receive them or where permitted by law. You may opt out of receiving marketing communications at any time by contacting us or by using the unsubscribe link included in any marketing email we send.

10. MAKING A COMPLAINT

If you have a concern about the way we have handled your personal information, please contact us in the first instance using the details below. We will investigate your concern and respond within a reasonable timeframe.

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

11. CONTACT US

For any privacy related enquiries, requests or complaints, please contact us at:

IROLA Creative Agency
1/110 Brisbane Road, Mooloolaba, QLD, 4557
alori@irola.com.au
+61 455 551 004

12. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology or legal obligations. When we make material changes, we will update the policy on our website and note the date of the most recent revision below. We encourage you to review this policy periodically.

Last updated: 01/09/2026