

# Privacy Policy

## 1. What Information We Collect

We may collect personal information such as:

- Name, email address, phone number, and business details when you make an enquiry or work with us
- Information about your use of our website (via cookies, analytics, and similar tools)
- Payment details where required for invoicing and transactions

We only collect personal information that is necessary to provide our services.

## 2. How We Use Your Information

We use the information we collect to:

- Provide our marketing and creative services
- Communicate with you about projects, enquiries, and updates
- Improve our website and services through analytics
- Send you marketing emails (where you have consented)
- Comply with legal and regulatory obligations

## 3. How We Store and Protect Information

- Your personal information is stored securely (digital and/or physical records).
- We take reasonable steps to prevent unauthorised access, misuse, or disclosure.
- We only keep personal information for as long as necessary to provide our services or as required by law.

## 4. Disclosure of Information

We do not sell or trade your personal information. We may share information with:

- Service providers who assist us in delivering our services (e.g., IT, email, or payment platforms)
- Authorities if required by law or to protect our legal rights

## 5. Cookies and Analytics

Our website may use cookies and third-party analytics tools (such as Google Analytics) to understand how visitors use the site and to improve user experience. You can disable cookies in your browser settings, but some features of our website may not function properly.

## 6. Access and Correction

You may request access to the personal information we hold about you and request corrections if it is inaccurate. To do so, please contact us at [hello@brightfolk-marketing.com.au](mailto:hello@brightfolk-marketing.com.au).

## 7. Marketing Communications

You may opt out of receiving marketing communications at any time by clicking “unsubscribe” in our emails or contacting us directly.

## 8. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be published on our website with the effective date.

## 9. Contact Us

For any privacy-related questions or requests, please contact us:

**Brightfolk Marketing**

Email: [hello@brightfolk-marketing.com.au](mailto:hello@brightfolk-marketing.com.au)

Website: [www.brightfolk-marketing.com.au](http://www.brightfolk-marketing.com.au)

ABN: 42 719 734 186