

# PRIVACY POLICY



Last updated: 3/09/2025

KINGTRADIE (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal information in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

## Information We Collect

We may collect the following types of personal information when you interact with our website, forms, or services:

- Name
- Phone number
- Email address
- Business or residential address

We also use **Google Analytics 4 (GA4)** to collect non-identifiable information about how visitors use our website.

We do not collect or store any payment details on our website.

## How We Use Your Information

We use the personal information you provide for purposes including:

- Responding to enquiries and providing our services
- Managing and delivering your project or website build
- Sending marketing communications (email, SMS, retargeting ads) where applicable
- Improving our website and services through analytics

## Sharing Your Information

We may share your personal information with:

- Our **CRM tools**, where data is securely stored and managed
- Contractors and service providers who work with us to deliver your website or related services



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

## Storage and Security

Your data is stored in our **CRM systems**. We take reasonable steps to protect your information from misuse, interference, and unauthorised access. Communications may also occur via secure platforms such as WhatsApp.

## Cookies and Analytics

Our website uses **cookies** and related technologies for analytics (Google Analytics 4) and marketing purposes. These tools help us understand how visitors interact with our website and may support retargeting ads.

You can manage or disable cookies through your browser settings.

## Your Rights

You have the right to:

- Access the personal information we hold about you
- Request corrections to your information
- Request deletion of your personal information

To exercise these rights, contact us at [lachlan@kingtradie.com](mailto:lachlan@kingtradie.com). We will respond in accordance with the Australian Privacy Principles.

## Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be published on our website with a revised "last updated" date.

## Contact Us

For questions, complaints, or to exercise your privacy rights, contact:

**KINGTRADIE**

ABN: 53 642 140 313

Email: [contact@kingtradie.com](mailto:contact@kingtradie.com)

Website: [kingtradie.com](http://kingtradie.com)

