

Privacy Policy

Effective Date: October 2025

WakeMate Pty Ltd (“WakeMate”, “we”, “our”, or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, join our waitlist, or interact with our digital services.

1. Information We Collect

- **Personal Information:** We collect your name and email address when you join our waitlist or subscribe to updates.
- **Usage Data:** We use Google Analytics 4 (GA4) to collect non-identifiable information such as pages visited, time spent, and device/browser data.

2. How We Use Your Information

We use your data to:

- Send product updates, pre-launch announcements, and marketing communications.
- Improve our website experience and performance.
- Analyse engagement trends using GA4.

3. Data Storage and Security

Your data is securely stored and only accessible by authorised WakeMate personnel. We use SSL encryption and industry-standard security protocols to protect user information.

4. Sharing of Data

We do not sell or rent your data. We may share limited information with trusted third parties only for operational purposes (e.g., analytics, email distribution, or payment processing once live).

5. Cookies and Tracking

WakeMate uses cookies to enhance the browsing experience. You can disable cookies through your browser settings, though some site features may not function properly.

6. Your Rights

You may:

- Request access to your personal information.
- Request correction or deletion of your information.
- Unsubscribe from communications at any time by clicking “unsubscribe” in our emails or contacting us directly.

7. Data Retention

We retain personal data only as long as necessary to fulfil its purpose or comply with legal obligations.

8. International Users

Our website is operated in Australia. If you access our site from outside Australia, please note that your information may be transferred to and processed in Australia.

9. Updates to this Policy

WakeMate may update this Privacy Policy occasionally. Changes will be posted on this page with an updated effective date.

10. Contact Us

For privacy-related inquiries, contact us at:

Email: admin@wakemate.com.au

Address: WakeMate Pty Ltd, Sydney, NSW, Australia