

# Privacy Policy

**Last updated:** 17 October 2025

## 1. Introduction

This Privacy Policy explains how we collect, use, and protect your personal information when you submit your email address through our website form.

## 2. Information We Collect

When you complete our online form, we collect the following personal information:

- **Email address**

We do not collect any other personal information through this form.

## 3. How We Collect Your Information

Your email address is collected directly from you when you complete and submit the form on our website, which is built on **Webflow**. The information you provide is securely transferred and stored in **HubSpot**, our customer relationship management (CRM) system.

## 4. Purpose of Collection

We collect your email address for the sole purpose of:

- Contacting you about our services or responding to your enquiry; and
- Sending you relevant information, updates, or marketing communications (if you have opted in).

## 5. Legal Basis for Processing

We process your personal information based on your **consent** when you submit the form. You can withdraw your consent at any time by contacting us (see section 9 below) or by using the unsubscribe link in our emails.

## 6. Disclosure of Your Information

We do not sell, rent, or trade your personal information.

Your data may be shared with trusted third-party service providers (such as HubSpot) who assist us in managing our communications and marketing, but only to the extent necessary for those purposes.

These third parties may store data outside Australia; where this occurs, we take reasonable steps to ensure your information is handled securely and in accordance with Australian privacy laws.

## **7. Data Storage and Security**

We take reasonable technical and organisational measures to protect your information from misuse, interference, loss, and unauthorised access.

HubSpot and Webflow both maintain secure, industry-standard practices to safeguard collected data.

## **8. Your Rights**

You have the right to:

- Access the personal information we hold about you;
- Request correction of inaccurate information; and
- Withdraw consent or unsubscribe from our communications at any time.

To exercise these rights, please contact us using the email [team@etchdigital.au](mailto:team@etchdigital.au).

## **9. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

**Etch Digital Solutions**  
[team@etchdigital.au](mailto:team@etchdigital.au)

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. The latest version will always be available on this page.