

# PRIVACY POLICY

Norvera | ABN: 89 711 352 549

Last updated: May 2026

Norvera is committed to protecting your privacy and handling your personal information responsibly, openly, and in accordance with Australian law. This Privacy Policy explains how we collect, use, store, and disclose your personal information when you visit [norvera.com.au](https://norvera.com.au) or engage our services.

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## 1. WHO WE ARE

Norvera (ABN: 89 711 352 549) is an AI agent consultancy operating in Sydney, New South Wales, Australia. We design, build, and maintain AI-powered chat agents, workflow automations, and digital solutions for small and medium businesses.

Email: [hello@norvera.com.au](mailto:hello@norvera.com.au) | Website: [norvera.com.au](https://norvera.com.au) | Location: Sydney, NSW, Australia

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## 2. WHAT PERSONAL INFORMATION WE COLLECT

### 2.1 Information you provide directly:

- Full name and business name
- Email address and phone number
- Business address or location
- Payment information (processed securely through Stripe — we do not store full card details)
- Communications via email, contact forms, or chat
- Information submitted through intake forms or service questionnaires

### 2.2 Information collected automatically:

- IP address and approximate location
- Browser type, device type, and operating system
- Pages visited, time spent, and referring website
- Cookies and similar tracking technologies

### 2.3 Information collected through AI tools:

When customers interact with an AI chat agent we have built and deployed — whether on our website or on a client's website — the content of those conversations may be collected and processed by us and by our AI service providers including Anthropic and Botpress. Conversations are used to improve agent performance and may be reviewed by our team. We do not use AI chatbot conversations to identify you unless you voluntarily provide identifying information. Conversation data is stored securely and retained for up to 12 months unless you request deletion.

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## 3. HOW WE COLLECT PERSONAL INFORMATION

- When you fill out a contact form, intake form, or quote request
- When you email, call, or message us directly

- When you engage us for services and enter into a Service Agreement
  - When you make a payment through Stripe
  - When you or your customers interact with an AI chat agent we have built
  - Automatically through website analytics when you visit our Website
  - From third parties such as referral partners, with your consent
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#### **4. WHY WE COLLECT YOUR PERSONAL INFORMATION**

- To provide, manage, and deliver the services you have engaged us for
  - To communicate with you about your project, invoices, and support requests
  - To process payments and manage our accounts
  - To improve our AI agents, workflows, services, and customer experience
  - To send you marketing communications where you have consented or where permitted by law
  - To comply with our legal obligations and protect our legal rights
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#### **5. DISCLOSURE OF YOUR PERSONAL INFORMATION**

5.1 We may share your personal information with service providers who assist us in delivering services, including:

- Webflow (website hosting and publishing)
- Stripe (payment processing)
- HubSpot (customer relationship management)
- Google Workspace (email and document management)
- Make.com (workflow automation)
- Botpress (AI chat agent platform)
- Anthropic (AI language model services — Claude API)
- Xero (accounting software)

5.2 These service providers are required to handle your personal information only as directed by us and in accordance with applicable privacy laws. We will not sell, rent, or trade your personal information to third parties for their own marketing purposes.

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#### **6. CROSS-BORDER DISCLOSURE**

Some third-party providers we use (including Anthropic, Botpress, Stripe, HubSpot, Webflow, and Make.com) are based outside Australia and may process or store your personal information overseas, including in the United States and Europe. We take reasonable steps to ensure overseas recipients handle your information consistently with the Australian Privacy Principles.

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#### **7. HOW WE STORE & PROTECT YOUR INFORMATION**

7.1 We take reasonable steps to protect your personal information including secure password management, SSL encryption, access controls, and secure cloud-based storage.

7.2 No method of electronic transmission or storage is 100% secure. If we become aware of a data breach likely to cause serious harm, we will notify you and the OAIC under the Notifiable Data Breaches scheme.

7.3 We retain your personal information for as long as necessary to fulfil the purposes in this Policy, or as required by law.

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## 8. AUTOMATED DECISION-MAKING & AI

8.1 We use AI tools including Anthropic Claude and Botpress to power chat agents and automate workflows. These systems may process enquiries, capture lead information, and generate responses automatically on behalf of our clients.

8.2 AI-generated responses are based on information provided by the business owner. We do not use automated decision-making to produce legal or similarly significant effects on you without human review.

8.3 You may contact us at any time to request information about how automated processes have been applied to your personal information.

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## 9. COOKIES & TRACKING TECHNOLOGIES

Our Website uses cookies to improve your browsing experience, analyse traffic, and personalise content. Types include essential cookies, analytics cookies (e.g. Google Analytics), and functional cookies. You can manage preferences through your browser settings. We do not use cookies to collect sensitive personal information.

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## 10. YOUR RIGHTS

Under the Privacy Act 1988 (Cth) and Australian Privacy Principles, you have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate, incomplete, or misleading information
- Opt out of direct marketing communications at any time
- Lodge a complaint with us or the OAIC
- From June 2025, bring a legal action for serious invasions of privacy under the Privacy and Other Legislation Amendment Act 2024

To exercise any of these rights, contact us at [hello@norvera.com.au](mailto:hello@norvera.com.au).

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## 11. COMPLAINTS

If you believe we have not handled your personal information in accordance with this Privacy Policy, contact us at [hello@norvera.com.au](mailto:hello@norvera.com.au). We will acknowledge within 5 business days and respond within 30 days. If not satisfied, you may contact the OAIC at [oaic.gov.au](http://oaic.gov.au) or 1300 363 992.

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## 12. CHILDREN'S PRIVACY

Our Website and services are not directed at children under 18. We do not knowingly collect personal information from children. If you believe we have inadvertently done so, contact us immediately at [hello@norvera.com.au](mailto:hello@norvera.com.au).

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### **13. CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated Policy on our Website with a revised date. Continued use of our Website or services after changes constitutes your acceptance.

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### **14. CONTACT US**

Norvera

Email: [hello@norvera.com.au](mailto:hello@norvera.com.au)

Website: [norvera.com.au](http://norvera.com.au)

Location: Sydney, New South Wales, Australia

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