

# **Privacy and Confidentiality Policy**

## *Version 2.0 (2024)*

At QuackStudios, protecting your privacy is of utmost importance to us. We handle the information collected from our clients with care, ensuring it is used solely to enhance the services we deliver. We are committed to respecting the confidentiality and privacy of this data, in line with the Australian Privacy Principles as outlined in the Privacy Act 1988 (Cth).

### **Employee Responsibilities:**

- Staff members are required to manage and store client and service-related information in accordance with this policy.
- Information about clients, services, management, or other employees is not to be shared, except as specified in this policy or as mandated by law.
- Employees must not take any customer data, transmit it to third parties, or retain it upon leaving QuackStudios.

Clients may update their personal details at any time by contacting us via email. We use secure servers to safeguard the data we receive, encrypting all client information before transmission. Additionally, all collected data is protected from unauthorized access or use. We do not store credit card details on our servers.

### **Information Collection and Security**

We may collect and store information provided to us through our website or other means. This can include basic details such as name, phone number, address, and email, allowing us to communicate effectively or process orders. Additional information may be collected through client feedback, survey responses, content preference updates, or communications with our support team.

We may use clients' personal details to share marketing content, website updates, or newsletters if they have opted in. Clients can unsubscribe at any time by notifying us via email or using the provided opt-out link, and their request will be processed within five business days. We do not share individual or company details for any purpose beyond what is necessary for legal compliance, service delivery, or to safeguard our intellectual property and legal rights.

We value the privacy of those visiting our website and may collect personally identifiable information if volunteered, such as when visitors send inquiries or subscribe to newsletters ("Personal Data"). We will take all reasonable steps to keep this information confidential and secure.

We only share Personal Data with trusted service providers who assist us with our operations, and they are bound by our privacy standards. Note that some service providers may be located overseas and may not be governed by Australian Privacy Laws.

Any non-personal information or communications provided to our website or received via email without confidentiality agreements may be used freely for any purpose, including product development or marketing initiatives. Specifically, ideas or concepts shared in such a manner may be utilized without restriction.

### **Data Disclosure**

In certain situations, we may be required to disclose personal information to comply with legal obligations, such as court orders, subpoenas, or regulatory requirements. We may also use personal data to protect the rights, safety, or property of QuackStudios, our clients, or third parties.

Should a change of ownership occur in our business, such as a merger or sale, client information, including Personal Data, may be shared with potential buyers under strict confidentiality agreements. Any such disclosure will be made in good faith and only when necessary.

### **Third-Party Policy**

We will never sell or trade client information. Personal data will only be disclosed to third parties as required to deliver purchased services or products, protect our rights and safety, or as legally mandated. We may use aggregated and anonymized information to analyze market trends, identify client needs, and enhance our services, but this will never include personal identifiers.

### **Security Measures**

We implement ongoing security updates to protect the integrity and privacy of personal data submitted through our website. We stay current with technological advancements to ensure robust security.

### **Policy Updates**

We regularly review and update our privacy policy to keep it relevant. Changes will take effect immediately upon posting on our website. We encourage clients to revisit this policy periodically to stay informed.