

## WEBSITE PRIVACY POLICY

This Privacy Policy applies to all personal information collected by Petite VA (**we, us or our**) via the website located at [www.petiteva.com.au](http://www.petiteva.com.au) (**Website**).

### 1. What information do we collect?

The kind of Personal Information that we collect from you will depend on how you use the website. The Personal Information which we collect and hold about you may include:

- name
- address
- phone number
- email address

### 2. Types of information

The Privacy Act 1998 (Cth) (Privacy Act) defines types of information, including Personal Information and Sensitive Information.

**Personal Information** means information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (a) whether the information or opinion is true or not; and
- (b) (ii) whether the information or opinion is recorded in a material form or not.

If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "Personal Information" and will not be subject to this privacy policy.

**Sensitive Information** is defined in the Privacy Act as including information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

**International Privacy Frameworks** Where Personal Information or Sensitive Information is collected through third-party service providers or processed internationally, we ensure compliance with relevant international privacy frameworks including the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA). Our third-party service providers are contractually bound to maintain the same level of privacy protection as required under Australian law.

Sensitive Information will be used by us only:

- (a) for the primary purpose for which it was obtained;
- (b) for a secondary purpose that is directly related to the primary purpose; and
- (c) with your consent or where required or authorised by law.

### **3. How we collect your Personal Information**

- (a) We only collect Personal Information when you voluntarily provide it through our Microsoft Bookings integration when making an appointment through our Website.
- (b) We do not collect Sensitive Information through our Website or booking system.
- (c) All Personal Information is collected directly from you through the Microsoft Bookings system when you make an appointment.

### **4. Purpose of collection**

- (a) When you voluntarily choose to provide us with Personal Information, we use it to provide you with the best service experience possible on the Website and, with your consent, keep in touch with you about developments in our business. The provision of your Personal Information is entirely voluntary, and you are under no obligation to provide it.
- (b) We only collect Personal Information when you voluntarily provide it through specific actions, such as booking a discovery call or by emailing Petite VA directly. This information may be disclosed to our service providers who assist us in operating the Website and delivering our services. Any third-party service providers who receive your Personal Information are bound by confidentiality obligations and must protect your information in accordance with this privacy policy.
- (c) We will only send you direct marketing material, such as newsletters, if you have explicitly opted in to receive such communications. We will only use your Personal Information for this purpose if we have collected such information directly from you, and if it is material of a type which you would reasonably expect to receive based on your opt-in preferences. We do not use sensitive Personal Information in direct marketing activity. All our direct marketing communications will include a simple means to opt out, such as an unsubscribe link.

### **5. Security, Access and correction**

- (a) If you choose to provide us with Personal Information, we will store it in a way that reasonably protects it from unauthorised access, misuse, modification or disclosure. When we no longer require your Personal Information for the purpose for which we obtained it, we will take reasonable steps to destroy and anonymise or de-identify it. Where Personal Information is stored in our client files and records, it will be kept for a maximum of 7 years to fulfill our record keeping obligations.

- (b) The Australian Privacy Principles:
  - (i) permit you to obtain access to the Personal Information we hold about you in certain circumstances (Australian Privacy Principle 12); and
  - (ii) allow you to correct inaccurate Personal Information subject to certain exceptions (Australian Privacy Principle 13).
- (c) Where you would like to obtain such access, please contact us in writing on the contact details set out at the bottom of this privacy policy.
- (d) Where Personal Information is collected through third-party applications or services, we ensure these providers maintain appropriate security standards and data handling practices that comply with the Australian Privacy Principles. These third-party services are contractually required to implement industry-standard encryption protocols, maintain regular security audits, and limit data access to authorised personnel only. We conduct annual reviews of their security compliance and data protection measures to ensure the ongoing safety of your Personal Information.

## **6. Complaint procedure**

If you have a complaint concerning the manner in which we maintain the privacy of your Personal Information, please contact us as on the contact details set out at the bottom of this policy. All complaints will be considered by Helen McKeon, Owner, Petite VA and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner.

## **7. Overseas transfer**

Your Personal Information may be transferred to recipients located in Australia, the European Union, and other jurisdictions that maintain robust data protection standards. These locations have data protection laws which protect Personal Information in a way which is at least substantially similar to the Australian Privacy Principles, and there will be mechanisms available to you to enforce protection of your Personal Information under that overseas law. In the circumstances, we do not require the overseas recipients to comply with the Australian Privacy Principles and we will not be liable for a breach of the Australian Privacy Principles if your Personal Information is mishandled.

## **8. How to contact us about privacy**

For queries about your Personal Information, access requests, or privacy complaints, please contact us at: [helen.mckeon@petiteva.com.au](mailto:helen.mckeon@petiteva.com.au)