

Privacy Policy – PRIMEWORKS CLEANING PTY LTD

1. Purpose

This Privacy Policy explains how PRIMEWORKS CLEANING ("we", "us", "our") collects, uses, and protects personal information in compliance with the **Privacy Act 1988 (Cth)** and the Australian Privacy Principles (APPs). It applies to information collected through our cleaning services, website, Google Ads, Meta Ads, and any other digital platforms we use.

2. Information We Collect

We may collect the following information:

- Name, address, phone number, and email address
- Payment details
- Service history and preferences
- Information entered on our website forms
- Data from advertising platforms (Google Ads, Meta Ads) such as engagement, clicks, and conversions
- Cookies and analytics data from our website

3. How We Use Personal Information

We use personal information to:

- Provide residential and commercial cleaning services
- Communicate with clients about bookings, quotes, and services
- Process payments
- Improve our services and customer experience
- Run and measure advertising campaigns (Google Ads, Meta Ads)
- Send promotional offers, where consent is given
- Comply with legal obligations

4. Sharing of Information

We do not sell personal information. We may share data with:

- Service providers such as payment processors and IT support
- Advertising platforms (Google, Meta) to deliver targeted ads
- Insurers, regulators, or legal authorities where required by law

5. Data Security

We take reasonable steps to protect information from misuse, interference, loss, and unauthorised access. This includes secure storage systems, restricted staff access, and encryption of sensitive data where appropriate.

6. Website and Online Advertising

- Our website uses cookies and analytics tools to track usage and improve performance.
- Google Ads and Meta Ads may collect anonymous data to show relevant ads.
- Clients can adjust ad preferences through their Google or Meta account settings.

7. Access and Correction

Clients may request access to or correction of their personal information by contacting us in writing. Proof of identity may be required.

8. Data Retention

We keep client records for as long as necessary to provide services and meet legal requirements. When no longer needed, records are securely destroyed or de-identified.

9. Complaints

If you believe we have breached the Australian Privacy Principles, contact us at CONTACT@PRIMEWORKSCLEANING.COM. We will respond within 30 days. If you are not satisfied, you may contact the **Office of the Australian Information Commissioner (OAIC)**.

10. Contact

For questions about this Privacy Policy, contact:

PRIMEWORKS CLEANING

Email: CONTACT@PRIMEWORKSCLEANING.COM

Phone: [Your Business Phone]

Address: 167 ROSEBANK DRIVE CRANBOURNE NORTH VIC 3977

Effective Date: 21/08/2025