



Privacy Policy

Effective Date: 01/02/2024

Version: 1.0

Last Updated: 29/06/2025

1. About This Privacy Policy

Swan Valley Web Hosting ("we," "us," or "our") is committed to protecting your privacy in accordance with the Privacy Act 1988 (CTH) and the Australian Privacy Principles (APPs). This Privacy Policy explains how we collect, use, disclose, store, and protect your personal information.

Our Details:

- **Business Name:** Swan Valley Web Hosting
- **ABN:** 55 432 633 076
- **Address:** 28 Clydesdale Street, The Vines, WA 6069
- **Email:** admin@swanvalleyhosting.com

Privacy Officer Contact:

- **Email:** admin@swanvalleyhosting.com

2. What Personal Information We Collect (APP 3)

2.1 Information You Provide to Us

- **Identity Information:** Full name, date of birth (if required for verification)
- **Contact Information:** Email addresses, postal address, phone numbers
- **Financial Information:** Payment details, billing information, credit/debit card information
- **Account Information:** Username, password, account preferences, service selections
- **Communication Records:** Support requests, feedback, correspondence with us
- **Technical Support Information:** Operating system, browser details, software versions

2.2 Information We Collect Automatically

- **Device Information:** IP address, browser type and version, device identifiers
- **Usage Information:** Pages visited, time spent on our website, clickstream data
- **Location Information:** General location based on IP address
- **Technical Information:** Server logs, error reports, performance data

2.3 Information from Third Parties

- **Payment Processors:** Transaction and verification information
- **Analytics Providers:** Website usage statistics (anonymised where possible)
- **Security Services:** Fraud prevention and security monitoring data

3. How We Collect Personal Information (APP 3)

We collect personal information:

- **Directly from you** when you register for services, contact support, or use our website
- **From third parties** such as payment processors (with your consent)
- **Through automated means** via cookies and analytics tools on our website
- **From publicly available sources** where legally permitted

3.1 Collection Notices

When we collect your personal information, we will inform you:

- About our identity and contact details
- The purposes for which we collect the information
- Whether collection is required or authorised by law
- The consequences if you don't provide the information
- Who we may disclose the information to
- How you can access and correct the information

4. Why We Collect Personal Information (APP 3)

4.1 Primary Purposes

- **Service Provision:** To provide web hosting services and technical support
- **Account Management:** To create and maintain your account

- **Billing and Payments:** To process payments and manage billing
- **Customer Support:** To respond to inquiries and resolve technical issues
- **Service Improvement:** To enhance our services and user experience

4.2 Secondary Purposes (Related to Primary Purposes)

- **Marketing Communications:** To send newsletters and promotional materials (with your consent)
- **Security and Fraud Prevention:** To protect our systems and prevent unauthorised access
- **Legal Compliance:** To comply with Australian laws and regulations
- **Business Operations:** To analyse usage patterns and improve our services

5. How We Use Personal Information (APP 6)

We only use your personal information for the purposes for which it was collected, unless:

- You have consented to the use for another purpose
- You would reasonably expect us to use it for another purpose related to the original purpose
- The use is required or authorised by Australian law
- The use is necessary to prevent or reduce a serious threat to someone's life or health

5.1 Direct Marketing (APP 7)

We may use your personal information for direct marketing only if:

- You have consented, and consent is voluntary, specific, and easily withdrawn
- You would reasonably expect us to use your information for marketing
- We provide a simple opt-out mechanism in all marketing communications

Opting Out: You can opt out at any time by:

- Clicking the unsubscribe link in marketing emails
- Contacting our Privacy Officer
- Updating your preferences in your account settings

6. Who We Share Personal Information With (APP 6)

6.1 Third Party Service Providers

We may disclose your personal information to:

- **Payment Processors:** To process transactions securely
- **Cloud Hosting Providers:** To store data and provide services
- **Analytics Services:** Google Analytics (with IP anonymisation where possible)
- **Security Providers:** For fraud prevention and system security
- **Customer Support Tools:** To provide efficient support services

All third-party providers are required to protect your information and use it only for the specified purposes.

6.2 Required Disclosures

We may disclose your personal information when:

- **Required by law:** Court orders, subpoenas, or regulatory requirements
- **Law enforcement:** To assist with investigations or prevent crime
- **Emergency situations:** To prevent serious threats to health or safety
- **Enforcement:** To enforce our terms of service or protect our rights

6.3 Business Transfers

If we sell or transfer our business, your personal information may be transferred to the new owner, subject to the same privacy protections.

6.4 Overseas Disclosures (APP 8)

Your personal information may be disclosed to overseas recipients, including:

- **Cloud service providers** in the United States and other jurisdictions
- **Payment processors** that may operate internationally
- **Analytics services** such as Google Analytics

We take reasonable steps to ensure overseas recipients handle your information in accordance with Australian privacy standards. Countries where your information may be sent include the United States, Singapore, and members of the European Union.

7. Data Quality and Security (APP 10, APP 11)

7.1 Data Quality

We take reasonable steps to ensure your personal information is:

- Accurate and up-to-date
- Complete and relevant for our purposes
- Not misleading

You can help us maintain accurate records by updating your information when it changes.

7.2 Security Measures

We protect your personal information using:

- **Encryption:** TLS/SSL encryption for data transmission
- **Access Controls:** Restricted access on a need-to-know basis
- **Secure Infrastructure:** Protected servers and databases
- **Regular Security Audits:** Ongoing security assessments and updates
- **Staff Training:** Regular privacy and security training for employees

7.3 Data Breaches

Following the recent privacy law reforms, we have implemented new measures to minimise litigation exposure arising from individual claims for serious invasions of privacy. In the event of a data breach, we will:

- Take immediate steps to contain the breach
- Assess the risk to individuals affected
- Notify the Office of the Australian Information Commissioner (OAIC) if required
- Notify affected individuals if the breach poses a serious risk
- Document the breach and our response

8. Your Rights Under Australian Privacy Law

8.1 Access to Your Information (APP 12)

You have the right to request access to the personal information we hold about you. We will respond to your request within 30 days and provide:

- Confirmation of what personal information we hold
- A copy of your personal information in a usable format
- Information about how we use and disclose your information

Access Fees: We may charge a reasonable fee for providing access, which we will advise you of before processing your request.

8.2 Correction of Information (APP 13)

Your business is required to correct personal information to ensure it is accurate, up-to-date, complete, relevant, and not misleading. You can request correction of your personal information by:

- Logging into your account and updating your details
- Contacting our Privacy Officer
- Submitting a correction request in writing

We will respond to correction requests within 30 days and notify relevant third parties of any corrections where appropriate.

8.3 Anonymity and Pseudonymity (APP 2)

Under APP2, individuals may choose to remain anonymous or use a pseudonym (alternative name) when transacting with an organisation. However, for hosting services, we generally require identification for:

- Account setup and billing purposes
- Legal and regulatory compliance
- Security and fraud prevention

8.4 Complaints Process

If you believe we have breached your privacy, you can:

1. **Contact us directly** at privacy@swanvalleyhosting.com
2. **Submit a formal complaint** in writing
3. **Contact the OAIC** if unsatisfied with our response

We will acknowledge complaints within 7 days and aim to resolve them within 30 days.

9. Automated Decision Making

Following recent privacy reforms, we must include information about using personal information for automated decision making. We may use automated systems for:

- **Fraud detection and prevention**
- **Service provisioning and account management**
- **Technical support and troubleshooting**

You have the right to request human review of any automated decisions that significantly affect you.

10. Children's Privacy

We comply with the structure to establish a children's online privacy code and other updates on code making powers. Our services are not intended for children under 13. If we become aware that we have collected information from a child under 13 without parental consent, we will promptly delete such information.

For users aged 13-18, we may require parental consent for certain activities in accordance with applicable children's privacy codes.

11. Cookies and Website Analytics

11.1 Types of Cookies

- **Essential Cookies:** Required for website functionality
- **Analytics Cookies:** Google Analytics (with IP anonymisation)
- **Functional Cookies:** Remember your preferences
- **Security Cookies:** Protect against fraud and abuse

11.2 Managing Cookies

You can control cookies through your browser settings. Disabling cookies may affect website functionality but will not prevent access to essential services.

11.3 Google Analytics

We use Google Analytics to understand how visitors use our website. This service may transfer data to Google's servers overseas. You can opt out using Google's opt-out tools.

12. Data Retention

We retain your personal information for different periods depending on the type:

- **Account Information:** Duration of account relationship plus 7 years
- **Financial Records:** 7 years as required by tax and corporate law
- **Support Communications:** 3 years from last interaction
- **Website Analytics:** 26 months (Google Analytics default)
- **Marketing Data:** Until you unsubscribe or request deletion

When information is no longer required, we will securely delete or de-identify it.

13. Small Business Exemption

Most small businesses are not covered by the Privacy Act 1988, but some are. A small business is one with an annual turnover of \$3 million or less. As our annual turnover exceeds \$3 million, we are bound by the Privacy Act and Australian Privacy Principles.

14. Serious Invasions of Privacy

Individuals can take legal action against organisations or individuals for serious invasions of privacy. This includes intrusions into personal seclusion or misuse of personal information. Effective on a date to be fixed on or by 10 June 2025. We are committed to preventing serious invasions of privacy and have implemented additional safeguards in response to these new laws.

15. International Data Transfers

When we transfer personal information overseas, we ensure appropriate protections through:

- **Contractual safeguards** with overseas recipients
- **Due diligence** on the privacy laws of recipient countries
- **Ongoing monitoring** of compliance with our requirements

16. Marketing and Communications

16.1 Newsletter and Promotional Emails

We may send you newsletters and promotional communications if:

- You have provided consent
- You are an existing customer and the communication relates to similar services
- You would reasonably expect to receive such communications

16.2 Service Communications

We may send essential service communications including:

- Account notifications and service updates
- Billing and payment information
- Security alerts and system maintenance notices
- Legal notices and policy updates

These communications are necessary for service provision and cannot be opted out of while maintaining an active account.

17. Third Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of external sites and encourage you to review their privacy policies before providing any personal information.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. As we head into 2025, we regularly revisit our Australian privacy policy to ensure it complies with local requirements.

For material changes, we will:

- Post the updated policy on our website
- Send email notification to account holders
- Provide 30 days' notice before changes take effect

19. Contact Information

Privacy Officer:

- **Email:** admin@swanvalleyhosting.com

General Inquiries:

- **Email:** enquiries@swanvalleyhosting.com

Australian Regulatory Authority:

- **Office of the Australian Information Commissioner (OAIC)**
- **Website:** www.oaic.gov.au
- **Phone:** 1300 363 992

20. Governing Law

This Privacy Policy is governed by the Privacy Act 1988 (CTH), the Australian Privacy Principles, and other applicable Australian privacy laws. Any disputes will be resolved in accordance with Australian law and in the courts of Western Australia.

This Privacy Policy complies with the Privacy Act 1988 (CTH) and incorporates the privacy law reforms that came into effect in December 2024. It was last updated on 29/06/25 and should be reviewed regularly to ensure ongoing compliance.