



Ally Smith Consulting Privacy Policy

Ally Smith Consulting (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal information when you visit our website, use our services, or interact with us.

This Privacy Policy is developed in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

1. What Personal Information We Collect

We may collect personal information that is reasonably necessary for us to provide our services. This may include:

- Name
- Email address
- Phone number
- Address
- Billing and payment information
- Business or employment information
- Information provided through contact forms, bookings, downloads, or registrations
- Information shared during supervision, coaching, consulting, or training services
- Website usage data such as IP address, browser type, pages visited, and time spent on the website
- Marketing preferences and communication preferences

Sensitive Information

In some circumstances, we may collect sensitive information where it is reasonably necessary for the provision of professional services such as supervision, coaching, or consulting. This may include professional practice information, reflective practice discussions, or other confidential professional matters.

Sensitive information will only be collected with your consent and handled with a higher level of confidentiality.

2. How We Collect Personal Information

We may collect personal information in a variety of ways, including:

- Through our website contact forms
- When you book services, events, or supervision
- When you subscribe to newsletters or downloads



- When you contact us by email, phone, or social media
- During supervision, coaching, consulting, or training services
- Through third-party booking, payment, or email marketing systems
- Through website analytics and cookies

We will only collect personal information by lawful and fair means.

3. Why We Collect Your Personal Information

We collect and use personal information for the following purposes:

- To provide supervision, coaching, consulting, training, and related services
- To respond to enquiries and communicate with you
- To manage bookings, events, and purchases
- To send newsletters, updates, and marketing communications (you may unsubscribe at any time)
- To improve our website, services, and customer experience
- To maintain records and administrative processes
- To comply with legal and regulatory obligations

If you do not provide certain personal information, we may not be able to provide services to you.

4. Cookies and Website Analytics

Our website may use cookies and analytics tools (such as Google Analytics) to collect information about website usage. This may include:

- IP address
- Pages visited
- Time spent on pages
- Browser type
- Device type

This information is used to improve website performance and user experience.

You can disable cookies through your browser settings.

5. Disclosure of Personal Information

We do not sell or rent your personal information.

We may disclose personal information to third parties where necessary to operate our business or provide services, including:

- Payment processors
- Booking systems
- Email marketing platforms

- IT service providers and website hosting providers
- Accountants, insurers, or legal advisors
- Government or regulatory bodies where required by law

We take reasonable steps to ensure third-party providers handle personal information securely.

6. Direct Marketing

We may send you emails or newsletters about services, events, resources, or updates that may be of interest to you.

You may unsubscribe from marketing communications at any time by:

- Clicking the unsubscribe link in emails, or
- Contacting us directly.

We comply with the **Spam Act 2003**.

7. Storage and Security of Personal Information

We take reasonable steps to protect personal information from misuse, interference, loss, and unauthorised access, modification, or disclosure.

Personal information may be stored:

- In secure cloud-based systems
- In password-protected electronic files
- In secure third-party platforms (e.g., booking systems, email platforms)

Access to personal information is limited to authorised persons only.

8. Data Retention

We retain personal information only for as long as necessary to:

- Provide services
- Maintain business and financial records
- Comply with legal obligations
- Resolve disputes
- Enforce agreements

When personal information is no longer required, we take reasonable steps to securely destroy or de-identify the information.

9. Access and Correction of Personal Information

You have the right to request access to the personal information we hold about you and request corrections if the information is inaccurate, out of date, incomplete, irrelevant, or misleading.



To request access or correction, please contact us using the details below.

10. Restricting Use of Your Personal Information

You may request that we restrict the collection or use of your personal information at any time.

You may also withdraw consent for marketing communications at any time.

Please contact us if you wish to make such a request.

11. Links to Other Websites

Our website may contain links to other websites. We are not responsible for the privacy practices or content of those external websites. We encourage you to read the privacy policies of any external websites you visit.

12. Privacy Complaints

If you believe we have breached the Australian Privacy Principles or mishandled your personal information, you may lodge a complaint in writing using the contact details below.

We will investigate your complaint and respond within a reasonable period.

If you are not satisfied with our response, you may contact the: Office of the Australian Information Commissioner (OAIC) www.oaic.gov.au

13. Contact Details

If you have any questions about this Privacy Policy, access to your information, or a privacy complaint, please contact:

Ally Smith Consulting

Email: ally@allysmith.com.au

Website: www.allysmith.com.au

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.