

QLD PWR – PRIVACY POLICY

Effective Date: 20 May 2026

1. Introduction

QLD PWR is committed to protecting the privacy and personal information of our customers and website visitors. This Privacy Policy explains how we collect, use, store, and disclose your personal information when you subscribe to our email and SMS marketing communications, visit our website, or engage with our electrical services.

By subscribing to our mailing list, opting in to receive text messages, or providing your personal information, you consent to the practices described in this policy. We use Mailchimp as our email and SMS marketing platform, and your information may be transferred to and processed by Mailchimp in accordance with their own privacy policy.

2. Information We Collect

When you subscribe to our communications or interact with our business, we may collect the following information:

- Full name
- Email address
- Mobile phone number (required for SMS/text message communications)
- Postal address or suburb (if provided)
- Details about your enquiry or the electrical services you are interested in
- How you found us (e.g. referral, online search, social media)
- Your consent preferences for email and/or SMS communications

We may also automatically collect certain technical information such as your IP address, browser type, and interaction data (e.g. email open rates, click-through rates, and SMS delivery status) through Mailchimp's tracking features.

3. How We Use Your Personal Information

We use the personal information we collect for the following purposes:

Email Communications

We use your email address to send you marketing and informational content, including:

- Newsletters with electrical safety tips, energy-saving advice, and industry updates
- Promotional offers, seasonal specials, and discounts on our electrical services
- Service reminders (e.g. safety switch testing, smoke alarm replacements, scheduled maintenance)
- Updates about our business, new services, or changes to our operations
- Responses to your enquiries and follow-ups on quotes or completed work

SMS / Text Message Communications

With your explicit consent, we use your mobile phone number to send you text messages, including:

- Appointment confirmations and reminders for scheduled electrical work
- Job status updates (e.g. when a technician is on the way or work is completed)
- Time-sensitive promotional offers and flash deals on electrical services

- Urgent safety notices or recall information related to electrical products
- Requests for reviews or feedback following completed services

Standard message and data rates from your mobile carrier may apply when receiving SMS communications from us. Message frequency varies based on your interactions and preferences. You will not be charged by us for receiving these messages, but your carrier's standard rates apply.

General Business Purposes

- To improve our marketing communications and tailor content to your interests
- To comply with our legal and regulatory obligations, including the Australian Privacy Act 1988 and the Spam Act 2003
- To maintain records of customer communications and service history

4. Consent and Opt-In

We obtain your consent before sending any marketing communications. For email marketing, you opt in by subscribing through our website, completing a contact form, or providing your email address in person or over the phone with a clear understanding that you will receive marketing emails.

For SMS/text message marketing, we require your express written consent before sending any text messages. This consent is obtained through a clear opt-in process, such as checking a consent box on our website, replying to a confirmation text, or signing a written consent form. We maintain records of all SMS opt-in consents.

You may provide consent for email only, SMS only, or both. Opting out of one channel does not automatically opt you out of the other.

5. Email and SMS Marketing via Mailchimp

We use Mailchimp (operated by Intuit Inc.) as our email and SMS marketing service provider. When you subscribe to our communications, your personal information—including your email address and/or mobile phone number—is stored on Mailchimp's servers, which may be located outside of Australia, including in the United States.

Mailchimp complies with applicable data protection frameworks. For more information on how Mailchimp handles your data, please review Mailchimp's Privacy Policy at mailchimp.com/legal/privacy.

Our emails may contain tracking pixels and links that allow us to measure engagement such as open rates and clicks. SMS messages may also be tracked for delivery status and engagement. This information helps us improve the relevance and quality of our communications.

6. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. We may share your information only in the following circumstances:

- With Mailchimp, for the purpose of managing and sending our email and SMS communications
- With SMS gateway providers used by Mailchimp to deliver text messages to your mobile device
- With trusted service providers who assist us in operating our business (e.g. website hosting, analytics), subject to confidentiality obligations
- Where required by law, regulation, or legal process

7. Data Security

We take reasonable steps to protect your personal information from unauthorised access, modification, disclosure, or destruction. This includes using secure platforms such as Mailchimp, which employs encryption, access controls, and other industry-standard security measures.

However, no method of electronic transmission or storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

8. Your Rights and Choices

You have the following rights regarding your personal information and marketing communications:

- **Unsubscribe from emails:** Click the “Unsubscribe” link at the bottom of any marketing email we send you.
- **Opt out of SMS:** Reply STOP to any text message you receive from us. You will receive a confirmation message and no further texts will be sent.
- **Access your information:** Request a copy of the personal information we hold about you.
- **Correct your information:** Ask us to update or correct any inaccurate details.
- **Delete your information:** Request that we delete your personal information from our marketing lists and records.
- **Withdraw consent:** Withdraw your consent for email and/or SMS marketing at any time without affecting the lawfulness of processing carried out before withdrawal.

To exercise any of these rights, please contact us using the details provided at the end of this policy. We will respond to your request within a reasonable timeframe.

9. Data Retention

We retain your personal information for as long as you remain subscribed to our communications or as long as necessary to fulfil the purposes outlined in this policy. If you unsubscribe or opt out, we will remove your details from our active marketing lists. However, we may retain certain information for record-keeping, legal compliance, or dispute resolution purposes.

10. Compliance with Australian Law

This policy is governed by and complies with the Australian Privacy Act 1988, the Australian Privacy Principles (APPs), and the Spam Act 2003. Under the Spam Act, all commercial electronic messages (including emails and SMS) must include our identity and contact details, must be sent with consent, and must include a functional unsubscribe or opt-out mechanism.

If you believe we have breached the Australian Privacy Principles, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

11. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. Any changes will be posted on our website with an updated effective date. Where changes are significant, we will notify you by email or SMS where possible.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us:

Business Name: QLD PWR Pty Ltd

ABN: 23 693 604 527

Email: admin@qpes.com.au

Phone: 0484 758 654

Address: Scarborough QLD