



# Privacy Policy

## Taurus Pty Ltd

2026 March Version 1

## 1 Introduction

Taurus Pty Ltd (“Taurus”, “we”, “us”, or “our”) is committed to protecting your privacy and handling your personal information in a transparent and secure manner.

This Privacy Policy outlines how we collect, use, disclose, and protect personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

By using our website or engaging our services, you agree to the terms of this Privacy Policy.

## 2 What information we collect

### 2.1 Overview

We may collect personal and non-personal information necessary to deliver our services.

### 2.2 Personal Information

This may include:

Full name

Email address

Phone number

Business name and details

Billing and payment information

**Break the mould.**



## 2.3 Project & Service Information

To deliver our services, we may also collect:

- Website content, branding assets, and media files
- Login credentials for CMS platforms (e.g. WordPress, Webflow, Shopify)
- Hosting or domain access details
- Marketing and SEO data (e.g. rankings, traffic metrics)
- Communication records and project briefs

## 2.4 Non-Personal Information

We may automatically collect:

- IP address
- Browser type and device information
- Pages visited and usage behaviour
- Cookies and tracking data

# 3 How we Use Your Information

We use collected information to operate, improve, and deliver our services.

## 3.1 Service Delivery

To provide branding, website design, development, SEO, and related digital services.

## 3.2 Communication

To:

- Respond to enquiries
- Provide updates on projects
- Send service-related communications

We may also send marketing communications where permitted. You may opt out at any time.



### **3.3 Website Performance & Analytics**

To analyse performance, improve usability, and optimise digital experiences.

### **3.4 Digital Services & Integrations**

In delivering our services, we may:

- Host or deploy websites using third-party infrastructure
- Integrate analytics, CRM, and marketing tools
- Implement SEO tracking and reporting systems
- Connect third-party services (e.g. payment gateways, forms, APIs)

### **3.5 Client Content**

Client-provided content (e.g. branding, text, images) is used solely for delivering agreed services and is not used for any other purpose without consent.

## **4 Disclosure of Information**

We do not sell personal information.

We may disclose personal information where necessary to operate our business and deliver services.

### **4.1 Service Providers**

We may share information with trusted third parties, including:

- Web hosting providers
- Payment processors
- Analytics platforms (e.g. Google Analytics)
- CRM and communication tools
- Marketing and advertising platforms

These providers are only given access to information necessary to perform their functions and are required to maintain confidentiality.



## 4.2 Legal Requirements

We may disclose personal information where required by law, regulation, court order, or to protect our legal rights.

## 4.3 Overseas Disclosure

Some third-party providers may store or process data outside Australia.

We take reasonable steps to ensure these providers handle personal information in accordance with privacy standards comparable to Australian law.

## 4.4 Business Transfers

In the event of a merger, acquisition, or sale of business assets, personal information may be transferred under strict confidentiality obligations.

# 5 Cookies & Tracking Technologies

We use cookies and similar technologies to enhance user experience and analyse website performance.

This may include:

- Google Analytics
- Advertising tools such as Meta Pixel
- Session and preference cookies

These tools help us:

- Understand user behaviour
- Improve website functionality
- Deliver relevant advertising

You can manage or disable cookies through your browser settings. Some features of the website may be affected.



## 6 Security of Information

### 6.1 Overview

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

Our measures include:

Secure servers and encrypted data transmission

Restricted access to authorised personnel

Ongoing monitoring and system updates

We do not store full credit card details on our systems.

### 6.2 Data Retention

We retain personal information only for as long as necessary to fulfil the purposes outlined in this policy or as required by law.

### 6.3 Data Breaches

In the event of a data breach likely to result in serious harm, we will comply with the Notifiable Data Breaches (NDB) scheme and notify affected individuals where required.

## 7 Your Rights

### 7.1 Access & Correction

Request access to your personal information and request corrections if it is inaccurate or outdated.

### 7.2 Data Portability

Request a copy of your personal data in a commonly used format where applicable.

### 7.3 Opt-Out of Marketing

Unsubscribe from marketing communications at any time.



## 7.4 Complaints

If you believe we have breached your privacy rights, you may contact us in writing.

We will respond within a reasonable timeframe (typically within 30 days).

If you are not satisfied with our response, you may contact:

Office of the Australian Information Commissioner (OAIC)

Website: <https://www.oaic.gov.au>

## 8 Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

## 9 Changes to this policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page with an updated effective date. Continued use of our website constitutes acceptance of those changes.

## 10 Contact Us

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

Taurus Pty Ltd

[designs@taurus.com.au](mailto:designs@taurus.com.au)