



PRIVACY POLICY

This following document sets forth the Privacy Policy for Endpoint Digital – <https://endpointdigital.com.au/>

1. Definitions

The following terminology applies to these Terms and Conditions, Privacy Policy and Disclaimer Notice and any or all Agreements:

- 1.1 "Client", "You" and "Your" refers to you, the person accessing this website and accepting the Company's terms and conditions. We may also commonly refer to our clients as "Partners".
- 1.2 "The Company", "Ourselves", "We", "Our" and "Us", refers to our company – Endpoint Digital.
- 1.3 "Party", "Parties", or "Us", refers to both the client, visitor and ourselves, or either the client, visitor or ourselves.
- 1.4 All terms refer to the offer, acceptance and consideration of payment necessary to undertake the process of our assistance to the Client in the most appropriate manner, whether by formal meetings of a fixed duration, or any other means, for the express purpose of meeting the Client's needs in respect of provision of the Company's stated services/products, in accordance with and subject to, prevailing law of Victoria.
- 1.5 Any use of the above terminology or other words in the singular, plural, capitalisation and/or he/she or they, are taken as interchangeable and therefore as referring to same.

2. Collection Of Your Personal Information

- 2.1 There are many aspects of the site which can be viewed without providing personal information, however, submitting a quote, accessing Endpoint Digital's customer support and subsequently signing up for services would require Clients to submit personally identifiable and sensitive information. This information and our collection process is explained below and is not stored anywhere on our website but would be shared with third parties if required to by law.

(a). The information we may require in order to provide a service for you is identifying information such as your full name, residential or business address, date of birth, telephone number, domain name, email address, ABN/ACN, marketing budget, business size, industry and other relevant details we deem necessary.

These details are not stored on our website or any client portal for that matter, identifying information may be required to create an internal client profile.

(b). In order for you to submit a marketing quote, we require identifying information such as your full name, email address, domain name, marketing budget and other relevant details.

We collect other identifying information once you have submitted a quote, such as your local time, location, the referring page URL, your user agent details and your IP address in order to combat spam.

These details are not stored on our website and may be used to contact you in relation to our service(s).

(c). We utilise data reporting systems to further enhance our user experience. These systems may collect information such as IP address, referring site (URL), domain name, date and time accessed, pages accessed, documents downloaded. This information will not be identified or shared unless required to by law.

(d). Endpoint Digital makes use of cookies across our website, which stores non-identifying information about preferences a user may have set at the browser-level. These cookies are used to track certain interactions with our website, to preserve the functionality of our website and to provide you with a more personalised experience whilst using our website. Cookies are set at the browser-level and user opt-out requires you to adjust these settings in your browser. Turning off cookies will still allow you to use our website, but keep in mind that it may lower your overall experience if some of the functionality is removed. As stated in our Terms and Conditions, the entrance and continued use of our website means you consent to the use of cookies.

(e). Endpoint Digital collects certain actions you take on our website through our own Facebook pixel. Depending on the actions you take on our website, these data points may be tracked and used for future retargeting advertising campaigns through Facebook and Instagram platforms and other relevant partner networks they may be apart of. This information may be shared with 3rd parties who would also be subjected to privacy and confidentiality provisions.

Any cookie and tracking information collected may be used in remarketing advertising campaigns through Google and any of their relevant partner networks they may make use of.

(f). Any other information collected as part of these systems or through voluntary surveys, blog & newsletter signups, may be used to further enhance our products, user experience, future advertising campaigns and improve the quality of our overall services.

(g). For Clients of Endpoint Digital, we may require a set of important login details that are relevant to the nature of our advertising campaigns. These details include, but are not limited to: CMS login details, Google Analytics access, Google Search Console access, Google Adwords access, Facebook Manager access, and other relevant business login details that may be deemed necessary.

We may also use this information to connect these accounts to important 3rd party vendors and suppliers of SEO and advertising tools that gather data and insight onto how campaigns are performing.

3. Use of your personal and collected information

- 3.1 We may occasionally use 3rd party assistance to provide services on our behalf where necessary. These companies will be permitted to obtain only the information they need to deliver the service. Endpoint Digital takes reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations in relation to the protection of your personal information.

(a). We collect and use your personal information in order to provide our range of service(s) for your business. We also use this information to send important updates, invoices, monthly reports, other accounts purposes and for marketing or promotional purposes.

(b). Any service(s) you undertake with us and a 3rd party application may be required for set up on your behalf, we use your personal information to do so.

(c). For each visitor to reach the site, we expressly collect the following non-personally identifiable information, including but not limited to browser type, version and language, operating system, pages viewed while browsing our website, page access times and referring website address. This collected information is used solely internally for the purpose of gauging visitor traffic, trends and delivering personalised content to you while you are using our website.

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future we will use for these new purposes only, data collected from the time of the policy change forward will adhere to our updated practices.

4. Amendments & Acceptance

- 4.1 Endpoint Digital reserves the right to make amendments to this Privacy Policy at any time. Any changes that are made to this Privacy Policy will be reflected in future updates and will become effective upon publication.
- 4.2 If you have objections to the Privacy Policy, you may request that your service(s) with us be terminated in accordance with our Terms and Conditions.
- 4.3 With respect to general web users accessing this website, they accepted the agreed upon terms here in this Privacy Policy as they entered the site. Continued use of this website signifies your ongoing acceptance of our Privacy Policy.
- 4.4 For Clients of Endpoint Digital, their signified acceptance of our Privacy Policy and Terms and Conditions were accepted upon confirmation of service(s) requested by Endpoint Digital.

If you have any concerns about this document, please email our team at accounting@endpointdigital.com.au