info@archerround.au
1800 841 224
https://www.archerround.com

ARCHER & ROUND

30 years of Cybersecurity Excellence

Archer & Round – Website Privacy Policy

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1. Introduction

Archer & Round ("we", "us", "our") is committed to protecting the privacy of visitors to our website [www.archerandround.com] (the "Site"). This Privacy Policy explains how we collect, use, disclose, store and protect personal information in accordance with:

- **Privacy Act 1988 (Cth)** and the Australian Privacy Principles (APPs) – Schedule 1 of the Act.
- Any other applicable Australian privacy legislation (e.g., state health-privacy laws).
- Where we also conduct business with users in the European Economic Area, we comply with the **General Data Protection Regulation (GDPR)** where it is overlapping.

By accessing or using the Site you agree to the practices described in this Policy. If you do not agree, please do not provide personal information to us.

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2. What We Collect

Category	Examples of Information Collected	How It Is Collected
Identifying information	Name, telephone number, email address	Web forms (e.g., contact, newsletter sign-up, request for quote)
Transactional information	Details of products/services you enquire about, invoices,	Online forms, email correspondence
Technical data	IP address, device type, operating system, browser type, screen resolution, cookies, log-file data	Automatic collection through website analytics and cookies

Category	Examples of Information Collected	How It Is Collected
Communications	Content of emails, chats, or other messages you send to us	Direct communication channels
Marketing preferences	Consent to receive marketing communications, preferences for contact methods	Subscription forms, preference centre

We will **only** collect personal information that is **necessary** for the purpose for which it is collected (APP 5 – collection of personal information).

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3. How We Use Your Information

We may use your personal information for the following purposes (APP 6 – use and disclosure):

1. **Provide services** – respond to enquiries, prepare quotes, deliver products/services, manage contracts.
2. **Customer support** – answer questions, troubleshoot issues, provide technical assistance.
3. **Marketing & communications** – send newsletters, updates, promotional offers (only if you have opted-in).
4. **Site functionality & analytics** – improve website performance, analyse traffic, detect fraud or security threats.
5. **Legal & regulatory compliance** – respond to lawful requests, enforce our terms, protect our legal rights.

We will not use your personal information for a purpose that is *incompatible* with the original purpose unless we first obtain your consent (APP 6.2).

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4. Disclosure of Personal Information

We may disclose your personal information to:

Recipient	Reason for Disclosure
Our Affiliates & Subsidiaries	To deliver services and support.
Service Providers (e.g., cloud hosting, email platforms, payment processors, analytics providers)	To operate the Site and carry out business functions.
Professional Advisors (lawyers, accountants, auditors)	For legal, regulatory, or tax advice.
Government & Law Enforcement	When required or authorized by law (e.g., a subpoena, court order).
Third-Party Business Partners	Where you have expressly consented (e.g., joint marketing campaigns).

All third parties are **contractually required** to handle your personal information in a manner consistent with the Australian Privacy Principles and any applicable overseas privacy laws.

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5. International Data Transfers

If we transmit personal information outside Australia (e.g., to cloud service providers in the United States), we will take **reasonable steps** to ensure the overseas recipient provides a comparable level of protection (APP 8). This may include:

- Using standard contractual clauses (for GDPR-covered data).
- Relying on the recipient's participation in an approved privacy framework (e.g., EU-US Privacy Shield – if still applicable).

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6. Security of Your Information

We implement reasonable physical, technical and administrative safeguards to protect personal information from unauthorised access, disclosure, loss or misuse (APP 11). Measures include:

- SSL/TLS encryption for data in transit.
- Secure data centres with restricted access.
- Regular security audits, vulnerability testing and staff training.

While we strive to protect your data, **no method of transmission over the internet is 100 % secure**, and we cannot guarantee absolute security.

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7. Retention

We retain personal information only for as long as necessary to fulfil the purpose for which it was collected, or as required by law (APP 11.2). Typical retention periods:

Type of Information	Retention Period
Contact inquiries	2 years from the date of last contact
Marketing consent records	Until you withdraw consent
Financial transaction records	7 years (tax & accounting requirements)
Employee/contractor data (if applicable)	7 years after termination

We will securely destroy or de-identify data that is no longer needed.

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8. Your Privacy Rights

Under the Australian Privacy Principles you have the right to:

1. **Access** – request a copy of the personal information we hold about you (APP 12).
2. **Correction** – ask us to correct inaccurate or out-of-date information (APP 13).
3. **Objection** – object to the handling of your personal information for direct marketing (APP 21).
4. **Complaint** – lodge a complaint with us or with the Office of the Australian Information Commissioner (OAIC) if you believe we have breached the Privacy Act.

To exercise any of these rights, please contact our Privacy Officer (see § 12).

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9. Cookies & Similar Technologies

We use cookies, web beacons and similar technologies to:

- Remember your preferences (e.g., language, login).
- Analyse site usage (Google Analytics, Microsoft Clarity).
- Enable targeted advertising (when you have consented).

You can manage or disable cookies through your browser settings. However, disabling certain cookies may affect the functionality of the Site.

For a detailed description of the cookies we use, see our **Cookie Notice** (linked at the bottom of every page).

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10. Links to Other Websites

The Site may contain links to third-party websites. This Privacy Policy does **not** apply to those sites. We encourage you to review the privacy policies of any external sites you visit.

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11. Updates to This Privacy Policy

We may update this Policy from time to time to reflect changes in law, technology or business practices. When we make a material change, we will:

- Post the revised Policy on the Site with a new “Last Updated” date.
- Provide a notice via email or a banner on the Site (if you are a registered user).

Your continued use of the Site after any changes constitutes acceptance of the updated Policy.