



Privacy Policy

Effective Date: 17/04/2025

Company Name: Pure Dry Carpet Cleaning

Website: www.puredry.com.au

Email: info@puredry.com.au

ABN: 14 607 693 014

Pure Dry Carpet Cleaning ("we", "us", "our") respects your privacy and is committed to protecting your personal information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs), the Spam Act 2003, and applicable Australian Consumer Law. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information through our website and digital platforms.

1. What Information We Collect

When you visit or interact with our website, we may collect the following personal and non-personal information:

- Your name, phone number, email address, and address (via web forms)
- Details of services you request or book
- Payment information (via secure third-party gateways)
- Your IP address and device information
- Website usage data via cookies and analytics tools
- Any correspondence or feedback you submit

2. How We Collect Information

We collect information when you:

- Submit a form on our website (e.g. quote request, contact us, booking form)
- Communicate with us via email or live chat
- Subscribe to marketing communications



- Use our website (analytics and cookies)
- Leave a review or submit a complaint

We may also collect information from subcontractors who deliver services on our behalf.

3. Use of Cookies and Website Tracking

Our website uses cookies and third-party tools (e.g., Google Analytics, Meta Pixel) to enhance user experience and track website performance. This data helps us:

- ✓ Understand how users navigate our site
- ✓ Improve site functionality and content
- ✓ Run targeted marketing campaigns
- ✓ You can manage cookie preferences via your browser settings.

4. How We Use Your Information

We may use your personal information to:

- Respond to enquiries and provide quotes
- Manage bookings and deliver carpet cleaning services
- Communicate with you about your appointments
- Send invoices or process payments securely
- Send promotional offers, newsletters, or updates (with consent)
- Improve our website, marketing, and services
- Comply with legal obligations

5. Direct Marketing and Opt-Out

We may send you marketing communications about our services, promotions, or new offerings via:

- Email
- SMS
- Social media



We do so in compliance with the Spam Act 2003 and only with your express or inferred consent. You may opt out at any time by:

Clicking the "unsubscribe" link in our emails

Replying STOP to SMS messages

Contacting us at info@puredry.com.au

After opting out, you may still receive essential service communications (e.g. appointment reminders or invoices).

6. Disclosure of Personal Information

We may disclose your personal information to:

Subcontractors for service delivery (bound by confidentiality agreements)

Payment gateways and IT service providers

Legal or government authorities where required by law

We do not sell or rent your personal information to third parties.

7. Storage and Security

We take all reasonable steps to secure your personal information from loss, misuse, or unauthorised access. Data is stored using secure cloud platforms and encrypted where appropriate.

Access is limited to authorised personnel only.

8. Access and Correction

You have the right to:

- ✓ Request access to the personal information we hold about you
- ✓ Request correction if any information is inaccurate or outdated

Please email us at info@puredry.com.au. We aim to respond within 30 days.

9. Complaints Handling Policy

If you have a complaint about how we've handled your personal information or a service-related issue, please notify us within 48 hours by emailing:



- complaints@puredry.com.au

We will:

- ✓ Acknowledge your complaint promptly
- ✓ Investigate and provide a resolution
- ✓ Respond in writing within a reasonable timeframe

10. External Links

Our website may contain links to external websites. We are not responsible for the privacy practices or content of those third-party sites. We encourage you to read their privacy policies separately.

11. Changes to This Policy

We may update this Privacy Policy occasionally. The latest version will always be available on our website. Continued use of the website constitutes your agreement to the updated terms.

12. Contact Us

If you have questions about this Privacy Policy or wish to exercise your rights, please contact us:

Pure Dry Carpet Cleaning
(e) info@puredry.com.au
(w) www.puredry.com.au