



## Privacy Policy

### 1. Introduction

Echoview Software Pty Ltd (“Echoview”, “we”, “us”, “our”) respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, store, and protect personal information in accordance with:

- The Australian Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs)
- The UK General Data Protection Regulation (UK GDPR)
- The EU General Data Protection Regulation (GDPR)

This policy applies to personal information collected through our website, products, services, and business operations.

### 2. What Personal Information We Collect

We may collect personal information such as:

- Name and job title
- Organisation name
- Email address and phone number
- Billing and payment details
- Account login information
- Communications and support enquiries
- Technical information (e.g. IP address, browser type, device information)

We do not intentionally collect sensitive personal information unless required by law or provided with your explicit consent.

### 3. How We Collect Personal Information

We collect personal information:

- Directly from you when you contact us, create an account, request support, or purchase our products
- Through our website via forms, cookies, and analytics tools
- From authorised third parties such as resellers, partners, or service providers
- From publicly available sources, such as organisational websites, professional directories, publications, or professional networking platforms, where individuals have chosen to make their information publicly available

## 4. Why We Collect and Use Personal Information

We collect and use personal information to:

- Provide, licence, and support our software products
- Respond to enquiries and provide customer support
- Manage billing and contractual relationships
- Improve our products and services
- Provide product updates, marketing communications, and other information about our products and services that may be of interest to you
- Comply with legal and regulatory obligations
- Maintain the security of our systems and services

Under UK GDPR and EU GDPR, we process personal data based on:

- Performance of a contract
- Legitimate business interests
- Legal obligations
- Consent (where required)

## 5. Cookies and Website Analytics

Our website may use cookies and similar technologies to:

- Operate and maintain website functionality
- Analyse website usage and performance
- Improve user experience

You may manage cookie preferences through your browser settings.

## 6. Disclosure of Personal Information

We may disclose personal information to:

- Our employees and authorised contractors
- Cloud hosting and IT service providers
- Professional advisers (legal, accounting, audit)
- Regulators or authorities where required by law

We do not sell personal information.

All third parties are required to handle personal information in accordance with applicable privacy laws and contractual obligations.

## 7. Overseas Disclosure and Data Transfers

Echoview operates internationally. Personal information may be stored or processed outside Australia, the UK, or the European Union.

Where personal information is transferred internationally, we implement appropriate safeguards, including:

- Standard Contractual Clauses or equivalent mechanisms
- Contractual data protection obligations
- Compliance with APP 8 and GDPR Chapter V requirements

## 8. Data Security

We take reasonable technical and organisational measures to protect personal information from misuse, interference, loss, unauthorised access, modification, or disclosure.

These measures include:

- Access controls and authentication requirements
- Secure hosting environments
- Encryption where appropriate
- Monitoring and incident response procedures

## 9. Data Retention

We retain personal information only for as long as necessary to:

- Fulfil the purposes described in this policy
- Comply with legal, accounting, and regulatory requirements

When personal information is no longer required, it is securely deleted or anonymised.

## 10. Your Rights

Depending on your location, you may have the right to:

- Access personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Object to or restrict processing
- Withdraw consent (where processing is based on consent)
- Opt out of receiving marketing communications at any time
- Request data portability
- Lodge a complaint with a supervisory authority

To exercise your rights, please contact us using the details below.

## 11. Complaints

If you believe that we have not handled your personal information in accordance with applicable data protection laws, we ask that you contact us first, so we have the opportunity to review and resolve your concern. You may submit the details of any data protection complaint by email to [privacy@echoview.com](mailto:privacy@echoview.com). We will promptly review and respond to all complaints received.

If you are not satisfied with our response, you may lodge a complaint with:

- The Office of the Australian Information Commissioner (OAIC)
- The UK Information Commissioner's Office (ICO)
- A relevant EU supervisory authority

## 12. Contact Us

For privacy enquiries, access requests, or complaints, please contact:

Privacy Officer  
Echoview Software Pty Ltd  
Email: [privacy@echoview.com](mailto:privacy@echoview.com)  
Address: GPO Box 1387, Hobart, Tasmania 7001, Australia

## 13. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website.