

Privacy Policy

Pareto Creative Pty Ltd (ABN 86 662 935 391) ("Pareto Creative," "we," "us," or "our") is committed to protecting the privacy of our clients and website visitors. This Privacy Policy explains how we collect, use, and share information about you when you visit our website or use our services.

By using our website or services, you agree to the collection, use, and sharing of your information as described in this Privacy Policy. If you do not agree with our policies and practices, do not use our website or services.

Information We Collect

We collect information from you when you visit our website or use our services. The types of information we may collect include:

- Personal information, such as your name, email address, and phone number, that you voluntarily provide to us when you contact us or sign up for our newsletter.
- Technical information, such as your IP address, browser type, and device type, that is automatically collected when you visit our website.
- Usage information, such as pages visited and actions taken on our website, that is automatically collected when you visit our website.

We may also collect information from third parties, such as social media platforms, to supplement the information we collect from you.

How We Use Your Information

We use the information we collect from you for the following purposes:

- To provide, maintain, and improve our website and services.
- To communicate with you, including responding to your inquiries and providing you with information about our services.
- To personalize your experience on our website and tailor our marketing efforts to your interests.
- To analyze trends and usage patterns on our website.

We may also use your information for research and development purposes, to comply with legal obligations, and to enforce our policies.

Sharing Your Information

We may share your information with third parties in the following circumstances:

- With service providers and partners who assist us in operating our website and providing our services.

- With third parties for marketing, advertising, or research purposes, subject to your prior opt-in consent.
- With law enforcement or other government agencies, as required by law or to protect the rights, property, or safety of Pareto Creative, our clients, or others.

We may also share aggregated or de-identified information that does not directly identify you.

Cookies and Other Tracking Technologies

We use cookies and other tracking technologies to improve your experience on our website and to better understand how our website is being used. You can disable cookies in your browser settings, but doing so may affect the functionality of our website.

Security

We take reasonable measures to protect your information from unauthorized access, use, or disclosure. However, no method of internet transmission or storage is completely secure, and we cannot guarantee the security of your information.

Links to Other Websites

Our website may contain links to other websites. We are not responsible for the privacy practices of those websites, and we encourage you to read their privacy policies before sharing your information with them.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will post any changes on this page and encourage you to review our Privacy Policy periodically. Your continued use of our website or services after we make changes signifies your acceptance of those changes.

Contact Us

If you have any questions or concerns about our privacy practices, please contact admin@paretocreative.com.au