

PRIVACY POLICY

The Social Media Hub

Effective Date: 24/9/25

Last Updated: 24/9/25

The Social Media Hub (“we,” “our,” “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and secure your data in compliance with the Australian Privacy Principles (APPs) under the *Privacy Act 1988 (Cth)*, as well as applicable international data protection laws.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email, phone number, billing details, business information, and account credentials when you engage with our services.
 - **Usage Data:** Information about how you access and use our website, applications, and digital platforms (e.g., IP address, browser type, access times, referring website addresses).
 - **Client Data:** Content, graphics, analytics, and social media information provided to us to deliver contracted services.
 - **Sensitive Information:** Only collected with explicit consent and where necessary (e.g., login credentials for social media accounts we manage).
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2. How We Use Your Information

We use your information to:

- Provide and improve our services.
- Communicate with you about projects, updates, and marketing.
- Process payments and issue invoices.
- Ensure compliance with legal obligations.
- Conduct analytics and reporting for service improvement.

We will not sell, rent, or trade your personal information.

3. Data Sharing and Disclosure

We may share your information only:

- With trusted third-party service providers (e.g., hosting providers, payment gateways, CRM systems) under strict confidentiality.
- If required by law, regulation, or court order.

- In connection with a merger, acquisition, or sale of assets.

All third parties are bound by confidentiality agreements and data protection obligations.

4. Data Security and Cybersecurity Measures

We implement industry-standard security protocols to protect your data against unauthorised access, misuse, alteration, or disclosure. Measures include:

- **Encryption:** All data transmitted via our website and CRM is encrypted using SSL/TLS.
 - **Access Controls:** Strict role-based access to client data, with multi-factor authentication for internal staff.
 - **Secure Storage:** Data stored on servers protected by firewalls, intrusion detection systems, and regular security audits.
 - **Password Management:** Strong password policies, regular rotation, and secure credential management for all client accounts.
 - **Monitoring:** Regular monitoring for malware, phishing, and other cybersecurity threats.
 - **Incident Response Plan:** In the event of a data breach, we will notify affected parties and regulatory bodies within the timeframe required by law.
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5. Data Retention

We retain personal and business information only for as long as necessary to deliver services, meet legal obligations, and resolve disputes. Information is securely deleted or anonymised once no longer required.

6. International Data Transfers

Where client data is transferred outside Australia (e.g., through third-party tools hosted overseas), we ensure that those providers comply with equivalent data protection standards such as GDPR.

7. Cookies and Tracking

Our website may use cookies, tracking pixels, and similar technologies to improve user experience and gather analytics. You may disable cookies via your browser, but this may affect website functionality.

8. Your Rights

You have the right to:

- Request access to your personal data.
 - Request correction or deletion of your data.
 - Withdraw consent for processing (where applicable).
 - Lodge a complaint with the Office of the Australian Information Commissioner (OAIC) or your local data protection authority.
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9. Third-Party Links

Our platforms may contain links to third-party websites. We are not responsible for the privacy or security practices of these external sites.

10. Children's Privacy

Our services are not directed to children under 16. We do not knowingly collect data from minors without parental consent.

11. Contact Us

For questions, concerns, or to exercise your rights, please contact:

The Social Media Hub

Email: ineedpublicitynow@gmail.com

Phone: 0424 461 557
