

# Strategic Perception Privacy Policy

**Last updated: 21/11/2025**

Strategic Perception respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and disclose information obtained through our website and any related services.

## 1. Information We Collect

We may collect the following types of personal information when you visit our website or interact with us:

- **Personal details you provide:**

Name, email address, phone number, organisation, and any information submitted through contact forms.

- **Website usage information:**

Analytics data such as pages viewed, browser type, IP address, device information, and referral sources. This may be collected through cookies and tracking tools.

- **Project or service information:**

Details are provided when enquiring about our planning and advisory services.

We do not collect sensitive information unless it is provided voluntarily and is necessary for a specific purpose.

## 2. How We Use Your Information

We use personal information for the following purposes:

- Responding to enquiries and providing requested services
- Managing client relationships and communications
- Improving our website, content, and user experience
- Internal business reporting and administration
- Meeting any legal or regulatory obligations

We do not use your information for direct marketing unless you have opted in.

## 3. Cookies and Analytics

Our website uses cookies and similar tools to improve functionality and understand user behaviour. These may record anonymous information about how you interact with the site.

You can adjust your browser settings to refuse cookies, although this may impact website performance.

## 4. Disclosure of Personal Information

We may share personal information with:

- Service providers who assist with website hosting, analytics, email services, or IT support
- Consultants or partners working with us on client projects
- Regulators or authorities where required by law

We do not sell or trade your personal information.

## 5. Storage and Security

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, modification, or disclosure. Information may be stored electronically by trusted third-party providers within Australia or overseas. Where information is stored offshore, we ensure appropriate safeguards are in place.

## 6. Access and Correction

You may request access to the personal information we hold about you or ask for corrections where details are inaccurate or incomplete. To make a request, contact us using the details provided below. We will respond within a reasonable timeframe.

## 7. Third-Party Links

Our website may contain links to external websites. These sites have their own privacy practices, and we are not responsible for their policies or content.

## 8. Changes to This Policy

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

## 9. Contact Us

For questions about this Privacy Policy or to request access to your information, please contact:

### **Strategic Perception**

Email: [david@strategic-perception.com](mailto:david@strategic-perception.com)

Website: [www.strategicperception.com](http://www.strategicperception.com)