

PRIVACY STATEMENT & POLICY

Lorem Ipsum Creative (“we”, “us”, “our”) respects your privacy and is committed to handling personal information responsibly and in accordance with the [Australian Privacy Principles](#) contained in the [Privacy Act 1988 \(Cth\)](#). This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you use our [website](#), submit forms, communicate with us, or engage our design services. By using our website or providing personal information to us, you consent to this Policy.

SECTION 1:

What Personal Information We Collect

We collect personal information that is reasonably necessary for us to provide design services and operate our business. This may include your **name, business or trading name, email address, phone number, postal or billing address**, and project-related information such as **brand assets, guidelines, creative preferences, and brief details**.

We may also collect payment and invoicing details to manage accounts and comply with [Australian Taxation Office](#) requirements.

We do not intentionally collect [sensitive information](#) (e.g., health information). If sensitive information is inadvertently provided, we will handle it securely and delete it where appropriate.

SECTION 2:

How We Collect Personal Information

We collect information directly from you when you complete forms on our website (hosted by [Wix](#)), communicate with us by email, or share documents through platforms like [Google Drive](#) and [Notion](#).

Our website may automatically collect limited technical data such as IP address, browser type, device information and general usage data via [Wix Analytics](#) and cookies. See [Section 6](#) for details on cookies and tracking.

SECTION 3:

Why We Collect and Use Personal Information

We use personal information to:

- Communicate with you
- Prepare quotes and proposals
- Deliver design services and project deliverables
- Manage accounts and payments
- Maintain business records
- Comply with legal and tax obligations

If and when we introduce marketing communications (e.g., updates or resources), they will comply with the [Spam Act 2003 \(Cth\)](#). You will always be able to opt out easily.



SECTION 4:

How We Store, Share and Disclose Personal Information

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure. Information may be stored within secure systems provided by:

- [Wix](#) (website/forms/analytics)
- [Notion](#) (project management and CRM)
- [Google Drive](#) (file storage/collaboration)
- [Zoho Books](#) (invoicing)

We may also disclose personal information where required by [Australian law](#), in response to lawful requests, or to our professional advisors (such as [CPA Australia](#) registered accountants or legal advisors).

SECTION 5:

International Transfers

Because we use cloud platforms, your personal information may be transferred to and stored on servers outside Australia (including the United States, European Union, or Israel). By providing your information to us, you consent to this international transfer.

We rely on our service providers' compliance with frameworks such as the [EU-U.S. Data Privacy Framework](#) and standard contractual clauses to safeguard international data transfers.

SECTION 6:

Cookies and Tracking

Our website uses [Wix cookies](#) to ensure functionality and improve performance. These may collect limited technical data such as IP address, browser type, pages visited, and time spent.

You can manage cookies via your browser settings. Disabling cookies may affect site functionality. If we implement additional tools such as [Google Analytics](#) or [Meta Pixel](#), this Policy will be updated and consent sought where required.

SECTION 7:

Communications

We may contact you to manage projects, send proposals, invoices, and provide important service updates. These are considered operational messages and cannot be unsubscribed from while you remain an active client.

If we begin sending newsletters or resources, these will be considered marketing communications and will comply with the [Spam Act 2003](#). You will be able to unsubscribe at any time.

SECTION 8:

Access, Correction and Withdrawal of Consent

You may request access to the personal information we hold about you, or ask us to correct it if inaccurate, incomplete or outdated. You may also withdraw consent for optional uses (such as marketing). Requests can be made to the contact details in [Section 13](#).

If you are based in the EU/UK, you may also exercise rights under the [GDPR](#) such as rectification, erasure, restriction and portability.

SECTION 9:**Data Retention**

We retain personal information for as long as reasonably necessary to provide services, manage our relationship with you, and meet legal, tax and accounting requirements. Information may be kept longer where required by [ATO record-keeping obligations](#).

When information is no longer required, we take steps to securely destroy or de-identify it.

SECTION 10:**Security**

We implement administrative, technical and physical safeguards to protect personal information. These include encryption in transit (e.g., [TLS/SSL](#)), access restrictions, and secure storage within platforms such as Wix, Notion and Google.

However, no method of transmission over the internet is completely secure. You are encouraged to avoid emailing sensitive files directly and instead use secure Google Drive sharing or other encrypted file transfer methods.

SECTION 11:**Third-Party Links**

Our website may contain links to external websites or services. We are not responsible for the privacy practices of those third parties. We recommend you review their privacy policies before providing personal information.

SECTION 12:**Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will take effect when published on our [website](#). The "Last updated" date at the top of this document reflects the most recent revision.

SECTION 13:**Questions, Requests and Complaints**

If you have any questions, would like to request access or correction, or wish to make a complaint about how your personal information has been handled, please contact:

- To: Brenton Doherty
- Email: brenton@loremipsumcreative.com.au
- Phone: [+61 422 181 192](tel:+61422181192)
- Address: Available on request (as I work remotely)

If you are not satisfied with our response, you may contact the [Office of the Australian Information Commissioner \(OAIC\)](#) for further guidance.