

Privacy Policy

Mindset Metrics

This Privacy Policy sets out the commitment of **Mindset Metrics, owned and operated by Shannon Peddie (ABN 685 670 615)** (“Mindset Metrics”, “we”, “us”) to protect the privacy of personal information we collect about you.

This includes information collected through our website mindsetmetrics.com.au (“Website”), as well as through our other business operations or directly from you.

Please read this Privacy Policy carefully and contact us using the details set out below if you have any questions.

By providing us with personal information, you indicate that you have had sufficient opportunity to access this Privacy Policy and that you have read and accepted it and consent to the collection, use, holding and disclosure of your personal information as outlined.

If you do not wish to provide personal information to us, you do not have to, however this may affect your ability to use this website or access our services.

1. Types of Personal Information We Collect

The types of personal information we collect may include:

- **Identity data** (including your name and username or similar identifier)
- **Contact data** (including billing address, email address and telephone number)
- **Transaction data** (including details about payments to and from you and services or products purchased)
- **Technical data** (including IP address, login data, browser type, time zone setting, location, operating system and platform)
- **Profile data** (including your purchases, preferences, feedback and survey responses)
- **Usage data** (including information about how you use our website, products and services)
- **Marketing and communication data** (including your preferences for receiving marketing communications from us)

Where possible, you may choose to deal with us anonymously or use a pseudonym.

2. How We Collect Personal Information

We collect personal information from you when you:

- make an enquiry via phone, email or website
- purchase a product, service or program from us
- sign up to receive information, newsletters or marketing communications
- submit a contact form or booking request
- engage with our services such as bookkeeping, coaching, mentoring or digital programs

We are committed to collecting personal information by lawful and fair means.

We collect personal information from:

- you directly
- enquiries and communications
- your use of our website

Third parties may also use **cookies, web beacons and similar technology** to collect or receive information from our website and elsewhere on the internet to provide measurement services and targeted advertising (such as Facebook Pixel or Google Analytics).

If we receive personal information from third parties, we will protect it as set out in this Privacy Policy.

3. Why We Collect, Hold, Use and Disclose Personal Information

We collect, hold, use and disclose personal information where reasonably necessary for our business activities, including:

- to contact and communicate with you
- to provide services such as bookkeeping, coaching, mentoring or digital products
- to maintain a customer or subscriber database
- to process payments and transactions
- to provide marketing, newsletters or promotional content
- for internal record keeping and business administration
- for website analytics and statistical purposes
- as required by law

Where we disclose personal information to third parties, we take reasonable steps to ensure their privacy practices align with appropriate standards of privacy protection.

We will **not use or disclose personal information for direct marketing unless you have consented to it.**

Your personal information may occasionally be disclosed to **international recipients** as part of the normal operation of third-party services or platforms used in our business.

We will not disclose your personal information for any purpose other than the purpose for which it was collected without your consent, unless required by law.

4. Use of Cookies

Cookies are small text files placed on your computer to help websites function effectively.

We use cookies to:

- remember your preferences
- improve website functionality and performance
- enhance user experience
- assist with marketing and analytics

We and our third-party providers may use cookies to display advertisements to you elsewhere on the internet.

5. Links to Other Websites

Our website may contain links to other websites for additional information or services.

This Privacy Policy applies only to information collected on our website. We are not responsible for the privacy practices of other websites.

We encourage you to review the privacy policies of any external websites before providing personal information.

6. Accessing and Correcting Your Personal Information

Access

You may request details of the personal information we hold about you. We will respond to access requests within a reasonable timeframe.

Correction

If you believe that any personal information we hold about you is inaccurate, incomplete or out of date, please contact us so we can correct it.

We rely in part on you notifying us if your personal information changes.

Deletion

You may request that we delete personal information we hold about you. Where possible, we will delete or de-identify your information unless we are required to retain it for legal or business purposes.

We will respond to requests for access, correction or deletion within a reasonable time.

7. Security of Personal Information

Mindset Metrics is committed to protecting the security of personal information.

We take reasonable steps to safeguard information from misuse, interference, loss, unauthorised access, modification or disclosure.

Security measures may include:

- SSL encryption on our website
- restricted access to personal information
- password-protected devices
- secure cloud storage
- encrypted email communication
- antivirus and cybersecurity protections
- secure storage of physical documents where applicable

While we take reasonable precautions to protect your information, no method of electronic storage or transmission is completely secure.

If a **data breach** occurs that is likely to cause serious harm, we will notify affected individuals in accordance with the **Privacy Act 1988** and applicable Australian laws.

8. Privacy Complaints

If you believe we have breached this Privacy Policy or mishandled your personal information, please contact us using the details below.

We will investigate your complaint and respond within a reasonable timeframe.

If you are not satisfied with our response, you may contact:

Office of the Australian Information Commissioner (OAIC)

<https://www.oaic.gov.au>

9. Unsubscribing from Communications

We may occasionally send newsletters, updates or marketing communications.

You can unsubscribe at any time by:

- clicking the **Unsubscribe** link in our emails
- contacting us directly

You can also adjust your browser settings to block cookies if preferred.

Please note that some website functionality may be limited if cookies are disabled.

10. Changes to This Policy

Mindset Metrics may update this Privacy Policy from time to time.

Any updates will be published on this page and will take effect immediately upon posting.

11. Contact Details

For any questions about this Privacy Policy, please contact:

Mindset Metrics

Shannon Peddie

Email: shannon@mindsetmetrics.com.au

Website: mindsetmetrics.com.au

Last updated: 15/03/2026