Oops! Privacy Policy

Your accident guide app by Kat Milner DBA Oops!
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Overview

Kat Milner DBA Oops! (ABN 76 876 930 807) operates the Oops! accident guide app. This Privacy Policy explains what stays on your phone, what we collect when you buy or set up Oops!, and how we look after it.

> **The short version:** everything you enter into the app about yourself, your vehicles and any accident stays on your phone. We only hold the few details we need to sell you Oops!, send you your link, and help you if you need it.

1. Information that stays on your phone

My Info (personal and vehicle details)

When you fill in the My Info section of the app, you can enter:

- Your name, address, phone number and email address
- Your driver licence number and state of issue
- Your vehicles: registration, make, model, colour and year for each vehicle saved
- Your insurer name, policy number, claims phone and claims email
- Your CTP insurer and contact details

This information is stored on your phone, in your browser's local storage. It is not sent to us or to any server, and we cannot see it.

Accident information

Information you enter during an accident, such as other driver details, witness details, damage notes, accident location, date and time, and police report number, is also stored on your phone only.

Photos

Photos you take within the app (damage photos, scene photos, police card photos) are stored on your phone only. They are not uploaded to any server.

Your data export

You can export all the data stored in the app at any time using the Export my data feature. This creates a file that is saved to your phone. The file is not sent to us or to anyone else.

2. The one exception: photo reading

> **This is the only time anything you enter in the app leaves your phone.**

When you use the photograph feature to read a driver licence or number plate, the image is temporarily sent to an external AI service (the Anthropic Claude API) so the text can be read and the right fields filled in for you.

The image is processed straight away. It is not stored by Oops! or by Kat Milner DBA Oops!, and it is not kept by the service beyond the time needed to read it. By using the photograph feature, you agree to this temporary processing. You can always type your details in yourself instead.

If we add other photo reading features in future, we will update this policy before they go live.

3. Information we collect about you

When you buy Oops!, claim a gift, or register on a partner link, we collect and keep:

- **Your name and email address.** You give us these when you buy, claim a gift code, or register on a join link.
- **Which purchase, code or link you used,** and when. For a partner pack, this includes the name of the business or organisation that shared Oops! with you.
- **Payment confirmation.** Payments are handled by Stripe. We never see or store your card number. We receive confirmation that the payment went through, along with your name and email.

We use this information to:

- Send you your download link, code or receipt
- Confirm you are a customer when you move Oops! to a new phone
- Help you when you contact us
- Tell you about changes or updates to Oops! (see section 4)

Where it is stored

This information is held by services that work for us:

- **GoHighLevel:** our customer records and email sending
- **Stripe:** payments
- **Netlify:** hosting, and the record that matches your email to your purchase or personal link, so we can confirm you when you reinstall

Each of these has its own privacy terms. We do not sell your information, and we do not share it with advertisers.

4. Emails from us

We send you the emails you need to use Oops!, such as your link, your welcome email, receipts and replies to your questions.

We may also send you updates about Oops!, such as new features or changes that affect you. Every one of these emails has an unsubscribe link, and you can also ask us to stop at any time by writing to oops@oopsaccident.com.

5. If Oops! was shared with you by a partner

Some businesses and organisations, such as driving schools and insurance brokers, buy a pack of Oops! downloads to share with the people they support. If you received Oops! this way, the partner can see how many places in their pack have been used.

We do not share what you enter in the app with the partner. We never receive it, because it stays on your phone.

6. Analytics and cookies

We use Umami, a privacy-friendly analytics tool hosted in the European Union, to count visits and see which pages are used. It does not use cookies and does not follow you between websites.

The Oops! app itself does not use cookies. Our website and checkout pages are run through services such as GoHighLevel and Stripe, which may use cookies to work properly.

7. What we do not do

- We do not sell your data to anyone
- We do not share your information with advertisers
- We do not track your location
- We do not read what you enter in the app, because it stays on your phone
- We do not ask you to create an account or password

8. How long we keep information

We keep your name and email on our customer records for as long as you may need them to reinstall Oops!, unless you ask us to delete them. We keep purchase records for as long as the law requires for business and tax records, currently five years.

9. Your choices

You can ask us to show you the information we hold about you, correct it, or delete it. Write to oops@oopsaccident.com and we will reply within 30 days.

If we delete your details, we can no longer confirm you as a customer when you move to a new phone. Export your data before you ask us to delete anything.

10. Data storage and security

Your app data is stored in your browser's local storage on your phone. This means:

- It is private to your phone and browser
- It may be lost if you clear your browser's cookies and site data
- It does not sync across devices

We recommend using Export my data to save a backup before you clear your browser data or move to a new phone.

We take reasonable steps to protect the customer information we hold, and we choose services that do the same.

11. Children's privacy

Oops! is not directed at children under the age of 13. We do not knowingly collect information from children.

12. Changes to this policy

We may update this Privacy Policy from time to time. The current version is always available at oopsaccident.com. If you keep using the app after changes, you accept the updated policy.

13. Contact

Questions about this Privacy Policy? Write to us at oops@oopsaccident.com.

If you are not happy with our response, you can contact the Office of the Australian Information Commissioner at oaic.gov.au.

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