Privacy Policy

Savana Blue Pty Ltd (trading as Savana Blue Collective)
Effective Date: 16 October 2026
Website: https://savanabluecollective.com

1. Introduction

Savana Blue Pty Ltd (trading as Savana Blue Collective) ("Savana Blue", "we", "us", or "our") respects your privacy and is committed to handling personal information responsibly and transparently.

This Privacy Policy explains how we collect, use, store, disclose, and protect personal information when you visit our website, contact us, submit an enquiry, book a consultation, complete a business assessment, apply for a position, or engage with our services.

Our services include virtual assistant outsourcing, business operations support, administrative support, customer communication, lead management, workflow improvement, and business systems and automation.

We aim to handle personal information in accordance with applicable Australian privacy laws, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles, where applicable.

2. Personal Information We Collect

Depending on how you interact with us, we may collect:

- Full name and business name
- Email address and telephone number
- Job title or business role
- Business location and industry
- Information about your business operations, staffing needs, challenges, and service requirements
- Information submitted through contact forms, business assessments, and consultation bookings
- Correspondence and communications with our team
- Website usage information, including IP address, browser type, device information, and pages visited
- Recruitment information, including CVs, introduction videos, employment history, skills, qualifications, and other application materials
- Other information you voluntarily provide to us

Where relevant to providing services, we may also receive business contact details and other personal information from clients.

We ask that you do not submit sensitive personal information through general website forms unless specifically requested through an appropriate secure process.

3. How We Collect Information

We may collect personal information when you:

- Visit or interact with our website
- Complete a contact or enquiry form
- Book a discovery call or free strategy session
- Complete our Free Business Check or another business assessment
- Subscribe to marketing communications
- Apply for a role or submit recruitment materials
- Contact us by email, telephone, social media, or another communication channel
- Engage us to provide services

We may also receive information from business clients, authorised representatives, service providers, referees, and publicly available business sources where lawful and appropriate.

Certain technical information may be collected automatically through cookies, analytics tools, and similar technologies.

4. How We Use Your Information

We may use personal information to:

- Respond to enquiries and service requests
- Arrange consultations and business assessments
- Understand your business needs and recommend suitable services
- Prepare proposals and manage prospective client relationships
- Provide and manage contracted services
- Communicate with clients and prospective clients
- Maintain customer relationship management records
- Assess recruitment applications and suitability for available roles
- Improve our website, systems, and customer experience
- Send relevant business updates or marketing communications where permitted by law
- Maintain security, prevent misuse, and meet legal obligations

We will not use personal information for unrelated purposes unless permitted by law or with your consent where required.

5. Marketing Communications

We may send you relevant information about our services, business updates, and offers where we have the necessary consent or another lawful basis to do so.

You may opt out of marketing communications at any time by using the unsubscribe option provided or contacting us directly.

We aim to comply with applicable electronic marketing requirements, including the Spam Act 2003 (Cth).

6. Cookies and Website Analytics

Our website uses, or may use, cookies and similar technologies provided through GoHighLevel and other analytics and advertising platforms to support website functionality, manage enquiries and bookings, understand visitor behaviour, measure marketing performance, and improve our services.

These technologies may include GoHighLevel website and CRM tracking, Google Analytics, Google Ads conversion tracking, Meta Pixel, and other similar technologies used in connection with our website and marketing activities.

These technologies may collect information such as your device information, browser activity, pages visited, traffic source, form interactions, and actions taken on our website.

The technologies we use may change over time as our website, systems, and marketing activities develop.

You can manage cookies through your browser settings and, where available, our website's cookie preferences. Disabling certain cookies may affect some website features.

7. Disclosure to Third Parties

We may disclose personal information to trusted third parties where reasonably necessary for our business operations and services, including:

- Website hosting and technical service providers
- Customer relationship management and automation platforms
- Email, messaging, and communication service providers
- Scheduling and appointment management platforms
- Analytics and advertising service providers
- Recruitment and applicant management service providers
- Contractors and authorised team members assisting with service delivery
- Professional advisers and relevant authorities where required or permitted by law

Our website and business operations use third-party digital platforms to manage website activity, enquiries, customer relationships, appointments, communications, workflows, marketing, recruitment, and service delivery.

These providers may include customer relationship management and automation platforms such as GoHighLevel, scheduling and communication platforms, analytics and advertising platforms such as Google and Meta, recruitment tools, and other technology providers reasonably required to operate our business and deliver our services.

We take reasonable steps to ensure that personal information is handled appropriately by parties who receive it.

We do not sell personal information to third parties.

8. Overseas Access and Disclosure

Savana Blue Pty Ltd (trading as Savana Blue Collective) works with team members and contractors located outside Australia, including in the Philippines.

As a result, personal information may be accessed, processed, or disclosed in the Philippines where necessary for business operations, recruitment, or service delivery.

We take reasonable steps to protect personal information handled overseas, including through appropriate access controls, confidentiality obligations, and other safeguards.

Other countries may have privacy laws that differ from those in Australia.

Where the Australian Privacy Principles apply, we take reasonable steps to meet our obligations relating to overseas disclosures.

9. Data Security

We take reasonable administrative, technical, and organisational measures to protect personal information from misuse, interference, loss, unauthorised access, modification, and disclosure.

These measures may include access restrictions, secure systems, confidentiality arrangements, and appropriate security practices.

However, no method of internet transmission or electronic storage is completely secure. We cannot guarantee absolute security.

10. Data Retention

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, including responding to enquiries, managing business relationships, delivering services, administering recruitment, maintaining records, and complying with legal obligations.

Retention periods may vary depending on the type of information, the purpose of collection, applicable legal requirements, and our operational needs.

When personal information is no longer required and there is no legal or legitimate reason to retain it, we take reasonable steps to securely delete or de-identify it.

11. Access and Correction

You may request access to personal information we hold about you or ask us to correct information that is inaccurate, incomplete, or outdated.

To make a request, please contact us using the details below.

We will consider requests in accordance with applicable privacy laws and may need to verify your identity before processing them.

12. Privacy Complaints

If you have concerns about how we collect, use, store, or disclose personal information, you may submit a privacy complaint using the contact details below.

We will acknowledge your complaint, review the circumstances, investigate where appropriate, and communicate our response within a reasonable timeframe.

If additional information is required, we may contact you during the review process.

If you are dissatisfied with our response, you may be able to lodge a complaint with the Office of the Australian Information Commissioner (OAIC).

Website: https://www.oaic.gov.au

Privacy complaints contact: https://www.oaic.gov.au

13. Third-Party Websites

Our website may contain links to third-party websites and services.

We are not responsible for the privacy practices or content of those external websites. We encourage you to review their privacy policies before providing personal information.

14. Recruitment and Applicant Information

When individuals apply for employment, contractor positions, virtual assistant opportunities, or other roles through our website or recruitment channels, we may collect information relevant to assessing their applications.

This may include:

- Full name and contact details
- Curriculum vitae (CV) or résumé
- Introduction videos or recorded presentations
- Employment history and professional experience
- Skills, qualifications, and certifications
- Portfolio links and work samples
- Interview responses and assessment results
- References and other information voluntarily provided during recruitment

We use this information to review applications, assess suitability, communicate with candidates, coordinate interviews, conduct relevant recruitment assessments, and manage recruitment decisions.

Applicant information may be accessed by authorised recruitment personnel, relevant team members, and prospective clients where appropriate for the recruitment process and where lawful.

We take reasonable steps to restrict access to recruitment materials and protect them against unauthorized disclosure.

We may retain applicant information for recruitment administration, recordkeeping, or consideration for future opportunities where appropriate and permitted by law.

Applicants may contact us to request access to, correction of, or deletion of their information, subject to applicable legal requirements and permitted exceptions.

As part of our recruitment and candidate-matching process, selected applicant information, including candidate profiles, CVs, relevant work experience, skills, qualifications, introduction videos, portfolios, and other appropriate application materials, may be shared with prospective clients for the purpose of assessing candidate suitability and selecting candidates for available roles.

We limit the information shared to what is reasonably relevant to the recruitment and selection process and handle applicant information in accordance with this Privacy Policy and applicable requirements.

Applicant information may also be retained where reasonably necessary for recruitment administration, recordkeeping, or consideration for future suitable opportunities, subject to applicable legal requirements.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business operations, services, technology, or legal requirements.

The updated version will be published on our website with a revised effective date.

16. Contact Us

For privacy-related enquiries, requests, or complaints, please contact:

Savana Blue Pty Ltd (trading as Savana Blue Collective)
Website: https://savanabluecollective.com
Email: hello@savanabluecollective.com
Business Address: Campbell Street, Melbourne, VIC, Australia 3156

Last Updated: 16 October 2026