

Squid Digital

Privacy Policy

Website: <https://www.squiddigital.com.au>

Last updated: 19th May 2026

1. About this Privacy Policy

Squid Digital respects your privacy and is committed to protecting the personal information we collect and manage.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you visit our website, contact us, request a quote, become a client, or use our website design, development, hosting, maintenance, SEO, advertising, strategy or digital support services.

This policy is intended to comply with applicable Australian privacy obligations, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles, where they apply to us.

2. Who we are

Squid Digital is an Australian digital agency providing website design, website development, hosting, website maintenance, SEO, digital strategy, digital marketing and related support services.

Privacy enquiries can be directed to hello@squiddigital.com.au. Website: <https://www.squiddigital.com.au>.

3. What personal information we collect

We may collect contact and enquiry information such as your name, business name, job title, email address, phone number, website URL, location, and details included in enquiry forms, emails, meeting notes or messages.

We may collect client and project information, including details about your business, website, systems, goals, requirements, billing information, project briefs, documents, files, images, brand assets and other content you provide to us.

We may collect website and technical information such as IP address, browser type, device information, operating system, pages visited, time spent on pages, referring websites, general location data and website interaction data.

We may collect marketing and communications information such as email preferences, subscription status, campaign interaction data and responses to surveys, forms, events or promotions.

4. How we collect personal information

We may collect personal information directly from you when you complete a form, send an email, book a meeting, call us or engage us for services.

We may also collect information through your use of our website, through third-party platforms used to manage enquiries, analytics, advertising, email marketing, CRM, hosting, project management or client support, from publicly available sources, or from referrals, partners, suppliers or clients where they introduce you to us.

Where practical, we collect personal information directly from you.

5. Why we collect and use personal information

We collect and use personal information to respond to enquiries, prepare quotes and proposals, deliver services, manage projects and support requests, communicate with you, manage billing and administration, improve our services, monitor website performance and security, send relevant updates, comply with legal obligations, and protect our business, systems, clients and users.

6. Website analytics, cookies and tracking

Our website may use cookies, pixels, analytics tools and similar technologies to understand how visitors use the site and to improve the performance and relevance of our content.

These technologies may help us understand which pages are visited, how users arrive at our website, what content is useful, website performance and technical issues, and advertising or campaign effectiveness.

We may use tools such as Google Analytics, Google Ads, Meta advertising tools, LinkedIn tools, CRM tools, form tools or similar services.

You can usually adjust your browser settings to block or delete cookies. Some website functionality may not work properly if cookies are disabled.

7. Marketing communications

We may send marketing communications where you have consented to receive them, where you have an existing relationship with us, or where we are otherwise permitted by law.

Marketing communications may include updates, insights, event invitations, service information, offers, case studies or resources.

You can unsubscribe from marketing emails using the unsubscribe link in the email or by contacting us directly.

8. When we disclose personal information

We may disclose personal information to employees, contractors and service providers who help us operate and deliver services; software and platform providers; professional advisers; government, regulatory or law enforcement bodies where required by law; and third parties with your consent or where reasonably necessary to deliver our services.

We only disclose personal information where it is reasonably necessary for our business operations, service delivery, legal obligations, security, or another purpose described in this policy.

9. Overseas disclosure

Some of the tools, contractors, suppliers or platforms we use may store, process or access information outside Australia. This may include cloud hosting, email, CRM, analytics, project management, advertising, backup, support or development services.

Countries may include, but are not limited to, the United States, United Kingdom, European Union countries, New Zealand, Indonesia, Philippines, India or other locations where our service providers or contractors operate.

Where practical, we take reasonable steps to work with reputable providers and protect the personal information we disclose or store through those services.

10. Security of personal information

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

Depending on the circumstances, these steps may include access controls, password management, multi-factor authentication where available, secure hosting environments, encryption where supported, limiting access to authorised team members and contractors, backups and monitoring, secure project management and communication systems, and reviewing access when team members, contractors or client arrangements change.

No method of transmission or storage is completely secure. If you believe your information has been compromised, please contact us promptly.

11. Website, hosting and client system access

As part of providing services, you may give us access to your website, hosting, domain, analytics, advertising, email marketing, CRM or other digital systems.

We will use this access only for the purpose of delivering agreed services, troubleshooting issues, providing recommendations, maintaining systems, or performing authorised work.

Where possible, we recommend using individual user accounts, role-based permissions, secure password management and multi-factor authentication.

12. Client content and third-party personal information

Clients may provide us with content, data, images, documents, customer details, staff details or other information for use in website, marketing, hosting, SEO or digital projects.

Where you provide personal information about other people to us, you must ensure that you have the right to do so and that the information is accurate, appropriate and lawfully provided.

13. Retention of personal information

We keep personal information for as long as reasonably necessary for the purposes described in this policy, including service delivery, support, business administration, legal compliance, accounting, dispute resolution, security and record keeping.

When information is no longer required, we will take reasonable steps to delete, de-identify or securely archive it. Some information may be retained in backups, email records, accounting systems, project management systems or legal records for a period of time.

14. Accessing or correcting your personal information

You may request access to the personal information we hold about you. You may also ask us to correct personal information if you believe it is inaccurate, out of date, incomplete or misleading.

To make a request, contact us at hello@squiddigital.com.au. We may need to verify your identity before responding.

15. Complaints and privacy concerns

If you have a privacy concern or complaint, please contact us first so we can try to resolve it. Please include your name and contact details, a description of your concern, and any relevant dates, communications or supporting information.

We will aim to respond within a reasonable time. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner at <https://www.oaic.gov.au>.

16. Data breaches

If we become aware of a data breach involving personal information, we will assess the issue and take reasonable steps to contain, investigate and respond to it.

Where required by law, we will notify affected individuals and the Office of the Australian Information Commissioner.

17. Links to third-party websites

Our website may contain links to third-party websites, platforms or services. We are not responsible for the privacy practices, content or security of those third-party websites. You should review their privacy policies before providing personal information to them.

18. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be published on our website with the revised Last updated date.

Your continued use of our website or services after changes are published will be taken as acceptance of the updated policy.