PRIVACY POLICY

Last updated: *01/01/2025*

Alma AI ("**Alma**", "**we**", "**us**", "**our**") respects your privacy and is committed to handling personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

This Privacy Policy explains how we collect, use, store, and disclose personal information when you visit or interact with our website at almaai.com.au.

By using this website, you agree to the terms of this Privacy Policy.

1. What personal information we collect

We may collect personal information that you voluntarily provide, including:

- name
- email address
- phone number
- organisation or role
- any information submitted through website forms or email

We may also collect limited technical information automatically, such as:

- IP address
- device type and browser
- pages visited
- referring websites
- general website usage analytics

We do **not** intentionally collect sensitive information unless clearly provided by you for a specific purpose.

2. How we collect information

We collect personal information:

- when you submit forms on the website
- when you contact us by email
- when you subscribe to updates

- through cookies and analytics tools used on the site

Providing personal information is optional, however we may be unable to respond or engage where information is incomplete.

3. Why we collect personal information

We may use personal information for purposes including:

- responding to enquiries
- managing website interactions
- communicating with you about Alma and related updates
- maintaining and improving our website
- complying with legal or regulatory obligations

We do **not** sell, rent, or trade personal information.

4. Cookies and analytics

Our website may use cookies and similar technologies to:

- improve site performance
- remember preferences
- understand how visitors use the site

Some cookies are set by third-party services integrated into the site.

You can disable cookies in your browser settings, although some website features may not function correctly.

5. Storage and overseas disclosure

Our website is operated using third-party service providers.

We take reasonable steps to ensure that any overseas service providers handle information in accordance with appropriate privacy and security standards consistent with the Australian Privacy Principles.

6. Disclosure of personal information

We may disclose personal information to:

- trusted service providers who assist with website hosting, analytics, communications, and related operations

- professional advisers (such as legal or IT support), where necessary
- government or regulatory authorities where required by law

We otherwise only disclose personal information with consent or where permitted by law.

7. Security

We take reasonable steps to protect personal information from:

- misuse
- interference
- loss
- unauthorised access
- modification
- disclosure

However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

You provide information at your own risk.

8. Retention

We retain personal information only for as long as reasonably necessary for the purposes set out in this Policy, or as required by law.

Information may be anonymised for reporting or analytical purposes.

9. Access and correction

You may request:

- access to personal information we hold about you, or
- correction of information that is inaccurate, incomplete, or outdated.

To make a request, contact:

hello@almaai.com.au

We may need to verify your identity and may refuse access where permitted by law. If we refuse, we will explain why.

10. Marketing communications

We may occasionally send informational or marketing communications.

You may opt-out at any time by following the instructions in the message or contacting us directly.

11. Third-party links

Our website may contain links to external websites.

We are not responsible for the privacy practices or content of third-party sites. You should review their policies before providing personal information.

12. Changes to this Policy

We may update this Privacy Policy from time to time. The updated version will be published on this page and will take effect when posted.

We encourage you to review this Policy periodically.

13. Contact and complaints

If you have questions or concerns about this Privacy Policy, or wish to make a privacy complaint, please contact:

hello@almaai.com.au

We will review and respond within a reasonable time.

If you are not satisfied, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.