

Privacy Policy

Penny Lane Brandhouse (“we”, “us”, “our”)

Effective date: 8 September 2025

We respect your privacy and are committed to protecting it. This policy explains what personal information we collect, how we use it, and your choices. It’s designed to align with the Australian Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). If you’re in the EU/UK, additional rights are noted below. This is general information, not legal advice.

1) Who we are

Business name: Penny Lane Brandhouse

Owner: Penny Ramshaw

Email: pennylanebrandhouse@gmail.com

Registered/Postal address: Perth, Western Australia (full address withheld for safety; available to clients upon request)

ABN: 72918094206

2) What we collect

- Contact & enquiry data: name, email, phone, business name, website/GBP link, location, and your goals (via forms, email, DMs).
- Project data: assets you share (logos, images, copy) and access you grant (e.g., Google Business Profile or socials).
- Payment data: processed by our payment providers (we don’t store full card details).
- Website data: basic analytics, cookies/UTM info (e.g., Instagram/Google source), device/browser info, pages viewed.
- Public info: business details, reviews, or images you’ve made public if needed for the project.

3) How we use information

- To reply to enquiries and provide services.
- To plan, produce and deliver your project.
- To invoice, process payments, and manage accounts.
- To operate and improve our site/services (analytics, troubleshooting).
- With your permission, to send occasional updates/offers (unsubscribe anytime).

4) Legal bases (EU/UK visitors)

We rely on legitimate interests (servicing enquiries, operating our site), contract (performing a requested service), consent (optional marketing), and legal obligation (records we must keep).

5) Sharing your information

We don’t sell personal information. We use trusted service providers (email, file storage, project tools, analytics, payments). They access only what’s necessary and must protect it. If required by law, we may share information.

6) Retention

Project and accounting records are typically kept for 7 years (or as required by law). Enquiry emails/DMs are kept as long as needed to assist you. We delete or de-identify data when no longer needed.

7) Security

We use reasonable administrative, technical and physical safeguards. No method is 100% secure, but we work to protect your data and limit access to those who need it.

8) International transfers

Our tools/providers may store data outside Australia. We choose reputable providers and appropriate safeguards.

9) Your choices & rights

- Access/Correction: Ask for a copy or correction of your personal info.
- Delete: Request deletion where possible (subject to legal record-keeping).
- Marketing: Unsubscribe any time.
- EU/UK residents may also have data portability, restriction and objection rights. Contact pennylanebrandhouse@gmail.com.

10) Cookies & analytics

We use light analytics and may use UTM parameters (e.g., utm_source=instagram) to understand where visitors come from. You can adjust browser settings to limit cookies.

11) Children

Our services are for businesses, not children. We don't knowingly collect personal information from children.

12) Portfolio & Publicity (creative works)

We love celebrating client work and results.

By default, unless we agree otherwise in writing before a project begins, you grant us a non-exclusive, worldwide, royalty-free licence to display non-confidential creative works we produce for you (e.g., before/after images, screenshots, copy snippets, case-study summaries) in our portfolio (website, social media, presentations, proposals, adverts) to showcase our services.

We will:

- Avoid sharing confidential information, proprietary data, or embargoed campaigns.
- De-identify or blur sensitive details where appropriate.
- Obtain extra consent if work includes personal information (e.g., identifiable people) or third-party rights requiring releases.

Opt-out: If you prefer us not to share your project, email pennylanebrandhouse@gmail.com with subject "Portfolio Opt-Out" before work commences. If you opt out later, we'll stop future use and remove reasonable existing posts where we control the channel.

NDA/Confidentiality: If we sign an NDA or confidentiality clause with you, that agreement overrides this section.

13) Contact us

Questions or requests about your personal information or this policy: pennylanebrandhouse@gmail.com.

14) Changes to this policy

We may update this policy. The "Effective date" above shows when it was last changed. Material changes will be noted on this page.

Plain-English summary

- We collect contact/project info to reply and do the work.
- We use basic analytics to improve our site.
- We don't sell your data.
- You can access, correct or ask us to delete your info.
- We like to share finished work unless you opt out before we start (and we never share confidential stuff).
- Email pennylanebrandhouse@gmail.com for anything privacy-related.