STRATEGI PRIVACY POLICY

Last updated: 25 May 2026

At strategimarketinggroup.com.au, we are committed to protecting your privacy as a customer and an online visitor to our website. We use the information we collect about you to maximise the services that we provide to you. We respect the privacy and confidentiality of the information provided by you and adhere to the Australian Privacy Principles. Please read our privacy policy below carefully.

INFORMATION WE COLLECT FROM YOU

In the course of your visits to our website or use of our products and services, we may obtain the following information about you: name, company name, email address, telephone number, credit card details, billing address, geographic location, IP address, survey responses, support queries, blog comments and social media handles (together 'Personal Data').

Our services are not directed to persons under 18 and we do not knowingly collect Personal Data from anyone under 18. If we become aware that a child under 18 has provided us with Personal Data, we will delete that information as quickly as possible. If you are the parent or guardian of a child and you believe they have provided us with Personal Data without your consent, then please contact us.

You can review, correct, update or delete your Personal Data by contacting us directly to do so.

HOW WE USE YOUR INFORMATION

Personally Identifiable Information: We use the information we collect to deliver our services to you, including: communicating with you, providing technical support, notifying you of updates and offers, sharing useful content, measuring customer satisfaction, diagnosing problems and providing you with a personalised website experience.

Marketing communications are only sent to you if you have requested or subscribed to them. You can opt out of our marketing communications at any time by unsubscribing or emailing us and your request will be actioned immediately.

Non-Personally Identifiable Information: We also use the information we collect in aggregated and anonymised forms to improve our services, including: administering our website, producing reports and analytics, advertising our products and services, identifying user demands and assisting in meeting customer needs generally.

Any information you choose to make publicly available, such as blog comments and testimonials on our website, will be available for others to see. If you subsequently remove this information, copies may remain viewable in cached and archived pages on other websites or if others have copied or saved the information.

STORAGE AND SECURITY OF YOUR INFORMATION

We will use all reasonable means to protect the confidentiality of your Personal Data while in our possession or control. All information we receive from you is stored and protected on our secure servers from unauthorised use or access. Credit card information is encrypted before transmission and is not stored by us on our servers.

To enable us to deliver our services, we may transfer information that we collect about you, including Personal Data, across borders for storage and processing in countries other than Australia. If your Personal Data is transferred and processed outside Australia, it will only be transferred to countries that have adequate privacy protections.

We retain your personal information for as long as needed to provide services to you and as otherwise necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

In the event there is a breach of our security and your Personal Data is compromised, we will promptly notify you in compliance with the applicable law.

COOKIES AND PIXELS

A cookie is a small file placed in your web browser that collects information about your web browsing behaviour. Use of cookies allows a website to tailor its configuration to your needs and preferences. Cookies do not access information stored on your computer or any Personal Data (e.g. name, address, email address or telephone number). Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. This may, however, prevent you from taking full advantage of our website.

Our website uses cookies to analyse website traffic, provide social media sharing and liking functionality and help us provide a better website visitor experience. In addition, cookies and pixels may be used to serve relevant ads to website visitors through third party services such as Google Ads and Facebook Adverts. These ads may appear on this website or other websites you visit.

We use first-party and third-party cookies, including Google Analytics and Google Ads cookies, to analyse website performance, understand user behaviour, measure advertising effectiveness and provide relevant advertising experiences.

SHARING YOUR INFORMATION WITH THIRD PARTIES

We do not and will not sell or deal in Personal Data or any customer information.

Your Personal Data details are only disclosed to third party suppliers when it is required by law, for goods or services which you have purchased, for payment processing or to protect our copyright, trademarks and other legal rights. To the extent that we do share your Personal Data with a service provider, we would only do so if that party has agreed to comply with our privacy standards as described in this privacy policy and in accordance with applicable law. Our contracts with third parties prohibit them from using any of your Personal Data for any purpose other than that for which it was shared.

DISCLOSURE OF YOUR INFORMATION

We may from time to time need to disclose certain information, which may include your Personal Data, to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request. Also, we may use your Personal Data to protect the rights, property or safety of strategimarketinggroup.com.au, our customers or third parties.

If there is a change of control in one of our businesses (whether by merger, sale, transfer of assets or otherwise) customer information, which may include your Personal Data, could be transferred to a purchaser under a confidentiality agreement. We would only disclose your Personal Data in good faith and where required by any of the above circumstances.

LINKS TO OTHER WEBSITES

This website may contain links to other websites. These links are meant for your convenience only. Links to third party websites do not constitute sponsorship or endorsement or approval of these websites. Please be aware that we are not responsible for the privacy practices of such other websites. We encourage our users to be aware, when they leave our website, to read the privacy statements of each and every website that collects personally identifiable information. This privacy policy applies solely to information collected by this website.

CHANGE IN PRIVACY POLICY

As we plan to ensure our privacy policy remains current, this policy is subject to change. We may modify this policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications on this website. Please return periodically to review our privacy policy.

GOOGLE ANALYTICS, GOOGLE ADS & REMARKETING

STRATEGI Marketing Group uses Google Analytics, Google Ads and related advertising features to better understand how visitors use our website, improve user experience, measure marketing performance and deliver relevant advertising. These services may collect information such as:

- Pages visited on our website
- Time spent on pages
- Device and browser information
- General geographic location
- Website interactions and conversions
- Referring websites and traffic sources

We use Google Analytics to analyse website traffic and user behaviour. Google Analytics may use cookies and similar technologies to collect and process information about your interactions with our website.

We may also use Google Ads features including:

- Conversion Tracking
- Remarketing
- Enhanced Conversions
- Audience Segmentation
- Google Signals

- Demographics and Interests Reporting

These features allow us to show relevant advertisements to users who have previously visited our website and to better understand how users interact with our marketing campaigns.

Third-party vendors, including Google, may use cookies and device identifiers to serve advertisements based on a user's previous visits to our website or other websites. This may result in you seeing STRATEGI Marketing Group advertisements across Google's advertising network and other participating websites.

No personally identifiable information is shared with Google through these advertising features. We do not use Google Analytics or Google Ads to identify individual users.

You can manage or opt out of personalised advertising by visiting:

- Google Ads Settings: https://adssettings.google.com
- Google Analytics Opt-Out Browser Add-On: https://tools.google.com/dlpage/gaoptout
- Google Privacy & Terms: https://policies.google.com/privacy
- How Google Uses Information From Sites Or Apps: https://policies.google.com/technologies/partner-sites

By continuing to use this website, you acknowledge that information may be collected and processed by Google and its partners for analytics, measurement and advertising purposes as described in this Privacy Policy.

CONTACT US

If you have any questions or concerns at any time about our privacy policy or the use of your Personal Data, please contact us at info@strategimarketinggroup.com.au and we will respond within 48 hours.