

STRATEGIC MARKETING PARTNERS

Privacy Policy

strategicmarketingpartners.com.au · Last updated: March 2026

Strategic Marketing Partners Pty Ltd is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and disclose your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

1. Who We Are

Strategic Marketing Partners Pty Ltd (ABN: [INSERT]) ('SMP') is a Fractional CMO practice based in Sydney, NSW, Australia. Our Privacy Officer can be contacted at:

vicki@strategicmarketingpartners.com.au

2. Personal Information We Collect

2.1 Information you provide directly

- Name, email address, phone number, and business name (via contact forms, booking forms, and lead magnet downloads).
- Business information shared during consultations, assessments, or the Strategy First engagement.
- Financial information necessary for invoicing and payment processing.
- Communications you send by email, phone, or social media.

2.2 Information collected automatically

- IP address, browser type, and device information when you visit our website.
- Pages visited, time on site, and navigation behaviour (via Google Analytics).
- Cookies and similar tracking technologies (see clause 8).

2.3 Information from third parties

- Information from LinkedIn or other social media platforms when you interact with our profiles.
- Referral information from strategic partners who introduce you to SMP.

3. Why We Collect Your Information

We collect and use personal information to:

- Provide our marketing strategy and Fractional CMO services.
- Respond to enquiries and booking requests.
- Deliver free resources and lead magnets you have requested.
- Send marketing communications, newsletters, and educational content (with your consent — see clause 6).
- Improve our website and services.
- Comply with our legal and contractual obligations.
- Process payments and manage client accounts.

4. How We Store and Protect Your Information

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, modification, and disclosure, including:

- Password-protected systems and encrypted communications.
- Restricted access — limited to Vicki Wright and authorised delivery partners on a need-to-know basis.
- Use of reputable, security-certified third-party platforms (see clause 5).

Personal information is retained only as long as necessary, or as required by law. Client engagement records are retained for a minimum of 7 years in accordance with Australian tax and business record obligations.

5. Third-Party Service Providers

SMP uses the following platforms to operate our business. These providers may process your personal information on our behalf:

Platform	Purpose	Location
ActiveCampaign	Email marketing and CRM	USA
Calendly	Appointment booking	USA
PandaDoc	Proposals and agreements	USA
Monday.com	Project management	USA / EU
Google Analytics	Website analytics	USA
Harvest	Time tracking and invoicing	USA
Zoom	Video consultations	USA

By engaging SMP's services, you consent to your information being processed by these providers in accordance with their own privacy policies.

6. Marketing Communications

With your consent, we may send you marketing communications including newsletters, educational content, and service updates. You can withdraw consent at any time by:

- Clicking 'Unsubscribe' in any marketing email.
- Emailing vicki@strategicmarketingpartners.com.au with 'Unsubscribe' in the subject line.

We comply with the Spam Act 2003 (Cth). We will not send unsolicited commercial messages without your consent.

7. Your Rights

Under the Australian Privacy Principles, you have the right to:

- Access the personal information we hold about you.
- Request correction of inaccurate, incomplete, or out-of-date information.
- Request deletion of your personal information (subject to legal record-keeping obligations).
- Complain about a breach of your privacy rights.

To exercise any of these rights, contact vicki@strategicmarketingpartners.com.au. We will respond within 30 days.

8. Cookies

Our website uses cookies to improve your browsing experience and analyse traffic. We use:

- Essential cookies: Required for the website to function correctly.
- Analytics cookies: Used to understand how visitors use our site (Google Analytics — anonymised data).
- Marketing cookies: Used to understand the effectiveness of our content (where applicable).

You can control cookies through your browser settings. Disabling cookies may affect the functionality of some parts of the website.

9. Complaints

If you believe we have breached your privacy rights, contact us first at vicki@strategicmarketingpartners.com.au. We will investigate and respond within 30 days.

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

Website: www.oaic.gov.au | Phone: 1300 363 992

10. Changes to This Policy

We may update this Privacy Policy from time to time. The updated Policy will be posted with a revised 'Last updated' date. We encourage you to review this Policy periodically.

11. Contact Us

For all privacy-related enquiries:

Strategic Marketing Partners Pty Ltd

Privacy Officer: Vicki Wright

Email: vicki@strategicmarketingpartners.com.au

Website: strategicmarketingpartners.com.au

Sydney, New South Wales, Australia