**Effective Date:** 19/05/2025
**Website:** [www.4khoop.com.au](http://www.4khoop.com.au)
**Business Name:** 4K Hoop Pty Ltd

At 4K Hoop, we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect your data when you interact with our website or services.

**1. What Information We Collect**

We may collect the following personal information when you use our services or contact us:

* Full Name
* Business Name
* Email Address
* Phone Number
* Business Type & Location
* Payment Information (only processed via secure third-party platforms)
* Any other information you provide through forms, email, or support chats

**2. How We Collect Your Information**

We collect your information through:

* Website contact forms
* Email communication
* Booking or subscription forms
* Payment transactions
* Social media messages or interactions

**3. Why We Collect Your Information**

We use your data to:

* Provide our web development, appointment system, and social media services
* Process payments and manage subscriptions
* Respond to your inquiries or support requests
* Send service updates, promotions, and newsletters
* Improve our services and user experience

**4. How We Store and Protect Your Data**

We securely store your personal data in our systems and follow industry best practices to protect against unauthorized access, misuse, or disclosure.

**5. Sharing Your Information**

We do **not sell, rent, or trade** your personal information.
We may share it only with:

* Trusted third-party service providers (e.g. payment processors)
* Legal or government authorities, if required by law

**6. Marketing and Communication**

We may send you updates and promotional material about our services.
You can opt out anytime by clicking “unsubscribe” in our emails or contacting us at **info@4khoop.com.au**.

**7. Cookies & Analytics**

Our website may use cookies and tracking tools (like Google Analytics) to:

* Analyze site traffic
* Improve functionality and performance
* Customize your experience

You can disable cookies through your browser settings.

**8. Your Rights**

You have the right to:

* Access the personal data we hold about you
* Correct any inaccurate or outdated information
* Request deletion of your personal data (unless required for legal or contractual reasons)

To exercise your rights, please contact **info@4khoop.com.au**.

**9. Third-Party Links**

Our website may contain links to other websites. We are not responsible for the privacy practices of third-party sites. Please review their policies independently.

**10. Changes to This Policy**

We may update this Privacy Policy occasionally. Any changes will be posted on this page with the revised effective date.

**Contact Us**
If you have any questions about this Privacy Policy or how your information is handled, please contact us at:
📧 **info@4khoop.com.au**