



PRIVACY POLICY

Verified by Anna — Powered by AI

Effective Date: 10 December 2025

1. Introduction

Verified by Anna (“I”, “we”, “us”, “our”) is committed to protecting your personal information and ensuring transparency in how we collect, use, store and safeguard your data.

We operate in compliance with the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs), the EU General Data Protection Regulation (GDPR) where applicable, and other international privacy standards.

By using our website, services, forms, and digital tools, you agree to this Privacy Policy.

2. What Personal Information We Collect

We collect information necessary to provide our authentication, verification and risk-assessment services, including:

2.1 Information You Provide Directly

- Name
- Email address
- Country or region
- Links to online listings
- Uploaded photos, screenshots or documents
- Payment details (processed securely through third-party providers)
- Communication history with sellers (screenshots, transcripts, or uploads)
- Voluntary additional notes or information submitted via forms

2.2 Information Collected Automatically

- IP address
- Browser type and device information

- Website usage analytics
- Cookies and similar tracking technologies

We do **not** collect sensitive information unless voluntarily provided for report accuracy.

3. How We Use Your Information

Your information is used to deliver and improve our services, including:

- Performing authentication, verification, and risk assessments
- Analysing sellers, listings, photos and digital footprints
- Generating reports, recommendations and Safe-Buy results
- Responding to enquiries and customer support requests
- Processing secure payments
- Website improvements and analytics
- Legal compliance where required

We do **not** sell or rent your personal information.

4. Lawful Basis for Processing (GDPR Compliance)

Where GDPR applies, we process personal data under the following lawful bases:

- **Contractual necessity** – to provide the services you request
 - **Legitimate interests** – fraud prevention, business security, platform integrity
 - **Consent** – where voluntarily provided or when joining newsletters
 - **Legal obligation** – when required by law
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5. How We Store & Protect Your Information

We use industry-standard security to protect your personal information, including:

- Encrypted storage
- Secure servers and firewalls
- Restricted access controls
- Secure third-party platforms (e.g., Google, Stripe, PayPal, email service providers)

Although we take all reasonable steps to protect your information, no online service is 100% secure.

6. Disclosure of Information to Third Parties

We may share limited information with:

- **Payment processors** (e.g., Stripe, PayPal)
- **Hosting and analytics services** (e.g., Google)
- **Legal or regulatory authorities**, if required
- **Sub-contracted service providers**, only when needed to perform our services

We do not sell, trade or misuse your information.

7. International Data Transfers

Your information may be processed or stored in locations outside Australia.

Where this occurs, we ensure appropriate safeguards are in place, consistent with:

- Australian Privacy Act (APP 8 — cross-border disclosure)
 - GDPR international data transfer requirements
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8. Retention of Personal Information

We retain information only for as long as necessary to:

- Provide services
- Meet legal or accounting requirements
- Maintain business records

You may request deletion at any time (see Section 10).

9. Your Rights

Australian Privacy Rights (APPs)

- Access your personal information
- Request corrections
- Make a complaint about handling of your data

GDPR Rights (EU Only)

- Right to access
- Right to rectification
- Right to erasure (“right to be forgotten”)
- Right to restrict processing

- Right to data portability
- Right to object

Requests can be submitted via email (see Section 12).

10. Cookies & Tracking Technologies

We use cookies for:

- Analytics and website performance
- Improving user experience
- Tracking form submissions and traffic patterns

You may disable cookies through your browser settings.

11. Third-Party Links

Our website may contain links to external sites. We are not responsible for their privacy practices or content.

12. Contact Us

If you have questions about this Privacy Policy or wish to request access/changes to your information, please contact:

Verified by Anna

Email: info@verifiedbyanna.com.au

Location: Australia (operating globally)

13. Updates to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website with a new effective date.

End of Policy