

Privacy Policy

1. Overview

ARC Strategic Advisory (the "Business") is committed to protecting the privacy of personal information in accordance with the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth). This policy outlines how we collect, hold, use, and disclose your personal information.

2. Collection of Personal Information

We may collect personal information that is reasonably necessary for our business functions and activities. This includes:

- Names and job titles.
- Contact information including email addresses and phone numbers.
- Business information and financial data relevant to consulting engagements.
- Other information relevant to client surveys or specific service delivery.

3. Use of Information

The Business collects and uses personal information for the following purposes:

- To provide and deliver professional consulting services.
- To manage and maintain client relationships.
- For internal record keeping and administrative requirements.
- To comply with legal and regulatory obligations.

4. Disclosure of Personal Information

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may disclose information to third-party service providers (such as CRM or software vendors) solely to the extent necessary for them to provide their services to us.

5. Data Security

The Business is committed to ensuring that your information is secure. We take reasonable steps, including physical, electronic, and managerial procedures, to protect personal information from misuse, interference, loss, unauthorised access, modification, or disclosure.

6. Access and Correction

Under the Australian Privacy Principles, you have the right to request access to the personal information we hold about you. You may also request that we correct any information that is



inaccurate, out of date, incomplete, or misleading. Requests should be directed to the Principal Advisor in writing.

7. Complaints

If you believe that we have breached the Australian Privacy Principles, you may lodge a complaint with us using our contact details. We will respond to your complaint within a reasonable timeframe. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC).

8. Changes to this Policy

The Business may update this Privacy Policy from time to time to reflect changes in the law or our business practices. The updated policy will be available on our website.