

Privacy Policy

Your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your information when you visit our website.

1. Information We Collect

We use a tool called **Microsoft Clarity** to better understand how users interact with our website. This includes information such as:

- Clicks, scroll behaviour, and mouse movements
- Pages visited and time spent on each page
- Device type, browser type, and screen size
- General location (city-level) based on IP address (no precise location is stored)

Clarity does not collect any personally identifiable information (PII) such as names, passwords, or financial details. Sensitive input fields are automatically masked.

2. Why We Collect This Data

We use this data to:

- Detect bugs and technical issues
- Improve website usability and performance
- Ensure that users can find the information or services they're looking for
- Share anonymised usage metrics with our internal team, including visitor numbers, traffic trends, and average session times

This helps us create a better experience for everyone.

3. Cookies and Tracking

Clarity uses cookies to distinguish user sessions and gather usage data. By continuing to use this site, you agree to our use of these cookies.

We also store a functional cookie when you accept our cookie notice. This cookie simply remembers your preference, so the banner doesn't appear again during future visits.

4. Data Storage and Security

All session data is processed and stored securely by Microsoft Clarity. Some data may be stored on servers located outside Australia. Microsoft complies with international data protection standards.

5. Third-Party Sharing

We do **not** sell or share your personal data with third parties. Only aggregated, anonymised usage information is reviewed internally.

6. Your Choices

If you have concerns about how your data is being used, or wish to opt out of session recording tools, you can contact us using the details below.

7. Contact Us

If you have any questions about this policy, please contact us at:

admin@petabyteit.com or 0420 100 596