

Privacy Policy

Last updated: 07/10/25

MerchDaddy (“we”, “us”, or “our”) is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, and safeguard your data in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

1. Information We Collect

We may collect the following personal information when you interact with our website, make a purchase, or contact us:

- Name
- Email address
- Postal and shipping address
- Phone number
- Design files or artwork submitted for custom printing
- Any information you provide through forms, messages, or correspondence

Payment information (such as card details) is **not stored by MerchDaddy**. All payments are securely processed through third-party providers including **Stripe**, **Google Pay**, and **Link**.

2. How We Collect Information

We collect information in several ways, including when you:

- Place an order through our website
- Fill out forms (e.g. contact forms, quote requests, or design uploads)
- Subscribe to our mailing list

- Interact with our website, where data may be collected automatically through cookies or analytics tools

3. Cookies and Tracking Tools

We use cookies and similar technologies to enhance user experience, analyse website performance, and assist in marketing efforts.

Our website uses the following tracking and analytics tools:

- **Google Analytics**
- **Meta Pixel**
- **TWIPLA (Visitor Analytics)**

You can adjust your browser settings to refuse cookies; however, some site features may not function as intended.

4. Use of Personal Information

We use your personal information to:

- Process and fulfil orders
- Communicate order updates or respond to enquiries
- Provide customer support
- Send marketing emails or promotional offers (you may unsubscribe at any time)
- Conduct internal analytics and website improvements
- Deliver targeted advertising via online platforms

5. Data Storage and Security

We take reasonable steps to protect your personal data from misuse, interference, loss, and unauthorised access.

Data is securely stored on **Wix servers**, within our **internal CRM system**, and on **Google Drive**. Access to customer information is limited to authorised personnel only.

6. Disclosure of Information

We do **not** sell, rent, or trade customer information to third parties.

We may share limited data only with trusted partners where necessary to fulfil orders — such as payment processors, shipping providers, or IT service providers — and only to the extent required for service delivery.

7. Data Retention

We retain customer data for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. Data related to orders and correspondence is stored securely and managed in accordance with internal retention policies.

8. Access, Correction, and Deletion

You may request access to, correction of, or deletion of your personal information at any time. To make a privacy-related request, please contact:

 info@merchdaddy.com.au

We may require verification of your identity before fulfilling such requests.

9. International Data Transfers

While our operations are based in Australia, some of our service providers (such as Google or Meta) may store or process data overseas.

By using our website, you consent to your data being transferred and processed outside Australia where privacy standards may differ.

10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in technology, legal obligations, or business operations. The most recent version will always be available on our website.

11. Contact

For questions or concerns about this Privacy Policy or our handling of personal information, please contact us at:

 **info@merchdaddy.com.au**