

Privacy Policy for Magic Carpet Care

Last Updated: July 20, 2025

At Magic Carpet Care, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and manage your personal information in accordance with the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) and other applicable Western Australian laws.

By engaging our services or interacting with our website, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We may collect various types of personal information, including but not limited to:

Contact Information: Name, address, email address, phone number, and preferred contact methods.

Service Information: Details about the services you request (e.g., type of carpet, size of area, specific cleaning needs), property access details, and any special instructions.

Payment Information: Billing address and payment details (e.g., credit card information, bank account details). Please note that we typically use secure third-party payment processors, and we do not store your full payment card details on our servers.

Communication Records: Records of your interactions with us, including emails, phone calls, and online chat messages.

Website Usage Data: Information about how you use our website, such as your IP address, browser type, operating system, referring URLs, and pages viewed. This information is generally aggregated and does not identify you personally.

2. How We Collect Information

We collect personal information in several ways, including:

Directly from You: When you contact us by phone, email, or through our website to request a quote, book a service, make an inquiry, or provide feedback.

Through Our Website: When you fill out online forms, subscribe to newsletters, or interact with our website's features.

From Third Parties: In some cases, we may receive information from third-party booking platforms or referral services, but only if you have consented to them sharing your information with us.

Publicly Available Sources: We may collect information from publicly available sources where permitted by law.

3. How We Use Your Information

We use your personal information for the following primary purposes:

To Provide Services: To deliver the carpet cleaning services you have requested, including scheduling appointments, performing the cleaning, and following up on service satisfaction.

To Communicate with You: To respond to your inquiries, provide quotes, send service confirmations, updates, and reminders, and address any concerns.

For Billing and Payments: To process payments for services rendered and manage your account.

For Marketing and Promotions: To send you information about our services, special offers, and promotions that may be of interest to you, where you have consented to receive such communications. You can opt-out of marketing communications at any time.

To Improve Our Services: To understand your needs, improve our service quality, develop new services, and enhance your customer experience.

For Internal Administration: For our internal record-keeping, administrative purposes, and to comply with our legal obligations.

For Security and Fraud Prevention: To protect our business and customers from fraudulent activities.

4. Disclosure of Your Information

We may disclose your personal information to third parties in the following circumstances:

Service Providers: To third-party contractors and service providers who assist us in operating our business and providing our services (e.g., payment processors, IT support, scheduling software providers). These parties are only provided with the information necessary to perform their specific functions and are bound by confidentiality agreements.

With Your Consent: Where you have given us your express consent to do so.

Legal Requirements: Where required or authorised by law, such as in response to a subpoena, court order, or other legal process, or to comply with regulatory obligations.

Business Transfers: In the event of a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of that transaction.

To Protect Our Rights: Where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of service, or as otherwise required by law.

We will not sell, rent, or trade your personal information to third parties for their marketing purposes without your explicit consent.

5. Security of Your Information

We take reasonable steps to protect the personal information we hold from misuse, interference, loss, unauthorised access, modification, or disclosure. This includes:

Implementing physical, electronic, and procedural safeguards.

Using secure servers and encryption for online data transmission where appropriate.

Restricting access to personal information to authorised personnel only.

Regularly reviewing our security practices.

While we strive to protect your personal information, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

6. Accessing and Correcting Your Information

You have the right to request access to the personal information we hold about you and to request that we correct any inaccuracies. To do so, please contact us using the details provided below.

We may require you to verify your identity before providing access to or making corrections to your information. We will respond to your request within a reasonable timeframe and, where permitted by law, may charge a reasonable fee for providing access to your information.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or technological advancements. We will post the updated Privacy Policy on our website, and the "Last Updated" date at the top will indicate when the changes took effect. We encourage you to review this Privacy Policy periodically.

8. Contact Us

If you have any questions about this Privacy Policy, our privacy practices, or if you wish to make a complaint about how we have handled your personal information, please contact us at:

Magic Carpet Care

60 Avocet Boulevard

Geographe WA 6280

0448 753 038

dean@magiccarpet.au

We will investigate your complaint and endeavour to provide a response within a reasonable timeframe. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) for further assistance.

Disclaimer: This Privacy Policy is a general guide and does not constitute legal advice. For specific legal advice regarding your obligations under Australian privacy law, you should consult with a legal professional.