

Privacy Policy ERPure.AI

Effective Date: January 2026

Reviewed:

May, 2026

1. Our Commitment to Privacy

ERPure.AI (“we”, “us”, or “our”) is committed to protecting your privacy and managing your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

2. What Personal Information We Collect

We may collect the following types of personal information:

- Full name
- Business or personal email address
- Phone number(s)
- Job title and employer
- Billing or payment details
- IP address and device identifiers (when using our online platforms)
- Support ticket history and communication logs

We do not intentionally collect sensitive information (e.g., health, racial or religious data) unless specifically required and with your consent.

3. How We Collect Personal Information

We may collect your personal information:

- When you contact us directly (email, phone, contact forms)
- When you use our services, portals, or websites
- During the sales, onboarding, or support process
- Via third-party integrations (e.g., CRM, ticketing systems) with your consent

4. Why We Collect Personal Information

We collect, hold, and use your personal information to:

- Deliver and support our solutions (e.g., ERPure.AI)
- Manage customer relationships and service requests
- Process payments and issue invoices
- Respond to technical or billing enquiries
- Improve service quality and system performance
- Comply with legal and regulatory obligations

5. Disclosure of Personal Information

We may share your personal information with:

- Third-party vendors (e.g., Microsoft, data centre providers) who support our infrastructure
- Accountants, legal advisors, or insurers where required
- Regulatory bodies or law enforcement if legally compelled

We do not sell or rent your personal data.

6. Overseas Disclosure

Some of our systems and service providers may store data in jurisdictions outside Australia (e.g., Microsoft 365, AWS). We ensure these providers implement protections equivalent to those required under Australian law.

7. Data Security

We implement technical and organisational safeguards including:

- Data encryption (in transit and at rest)
- Access controls and role-based permissions
- Logging and monitoring of access and changes
- Staff training in data protection and breach response

8. Access and Correction

You may request:

- Access to the personal information we hold about you
- Correction of inaccurate, outdated, or incomplete information
- Please contact us at ERPure.ai@smb solutions.com.au.

9. Data Retention

Our data retention policy is 7 years.

10. Complaints and Concerns

If you believe your privacy has been breached, contact our Privacy Officer. We will respond promptly and in accordance with our data breach response plan.

If you're not satisfied, you may contact the Office of the Australian Information Commissioner (OAIC): Website: www.oaic.gov.au

11. Changes to This Policy

We may update this Privacy Policy periodically. The latest version will always be published on our website.

12. Contact Us

Privacy Officer - COO
SMB Solutions Cloud Services Pty Ltd
Email: ERPure.ai@smb solutions.com.au
Phone: 1300 442 059