

Privacy Policy ERPure.AI

Effective Date: January 2026

Reviewed: October 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. [Automated Decision-Making](#)

We don't use software or automated systems to make decisions about you that could significantly affect your rights or interests. People make those decisions. If we host systems for our customers, each customer is responsible for any decisions made in its own systems.

We'll update this policy if that changes.

7. [Marketing and Cookies](#)

We may email you about our services. You can unsubscribe at any time using the link in our emails, or by contacting us.

Our website uses cookies and analytics tools to see how people use the site. You can turn off cookies in your browser settings, but some parts of the site may not work properly without them.

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 support@smb solutions.com.au.

9. **Data Retention**

We keep personal information only for as long as we need it for the purposes described in this policy or as required by law. For example, we keep financial records for 7 years under the Corporations Act 2001 (Cth). When information is no longer needed, we securely destroy or de-identify it.

10. **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.

11. **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

12. **Complaints and Concerns**

If you believe your privacy has been breached, contact our Privacy Officer – COO . 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

13. **Changes to this Policy**

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

14. **Contact Us**

Privacy Officer
SMB Solutions Cloud Services Pty Ltd

Email: support@smbolutions.com.au

Phone: [1300 44 20 59](tel:1300442059)