

Privacy Policy ERPure.AI

Effective Date: 10 January 2026

Reviewed: 5 October 2026

1. [Our Commitment to Privacy](#)

ERPure.AI Pty Ltd ("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 cloud-hosted solutions (e.g., SAP Business One)
- 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 store or process data in jurisdictions outside Australia, including the United States (our database), Sweden (Microsoft Azure AI and speech services) and the United Kingdom (Anam, our avatar provider), as well as Microsoft 365 and 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. [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.

9. **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.

10. **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.

11. **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.

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. **International Privacy Standards Apply**

We apply internationally recognised privacy standards such as GDPR. Chat history is kept until you delete a conversation. Deleting a conversation removes it from your history list, but the data remains in our systems. To request permanent deletion, contact support@smb solutions.com.au.

15. [Mobile app \(iOS and Android\)](#)

This section applies to the ERPure AI mobile app published by ERPure.AI Pty Ltd.

Sign-in. You sign in with your organisation's Microsoft work account. We receive your name, email address, user and tenant identifiers and group membership to confirm your access. We never see your password. Sign-in tokens are kept in your device's secure storage.

Chat content. The questions you type or speak, the assistant's answers and your conversation history are processed to provide the service and are stored in our systems so you can reopen earlier conversations. Answers can include business data from your organisation's SAP Business One system, retrieved at your request. We use Microsoft Azure AI services (hosted in Sweden) to generate answers. We do not sell your content or use it for advertising.

Voice. If you use voice, the app asks for microphone permission. While the microphone is on, your speech is sent to Microsoft Azure Speech (hosted in Sweden) to be converted into text, and the text becomes part of your conversation.

Avatar service (Anam). The app uses Anam AI Ltd (United Kingdom) to produce the spoken reply and the on-screen avatar. Anam receives the assistant's reply text, which can include business information shown in the answer and may repeat parts of your question, and technical session identifiers. It does not receive your voice audio or your typed questions as such. By default Anam keeps recordings of avatar sessions for up to 30 days and may keep session transcripts and reports until they are deleted. Anam states that it does not use customer session content to train its avatar models or third-party models unless separately agreed in writing.

Reports. If you report an answer, we store the reported answer, the reason, your comment and your user identifier so that we can review it. We keep reports only as long as needed for that purpose.

Files and exports. Files you attach are sent to our document-analysis service only when you choose them and are kept for a short time (up to about two hours). Exports (Excel, chat transcripts) are created when you ask and are saved to your device or shared through your device's share sheet.

Where data is stored. Chat history is stored in a database located in the United States. AI and speech processing takes place in Microsoft Azure data centres in Sweden, and the avatar service is provided by Anam in the United Kingdom.

Technical data and permissions. We collect device type, operating system and app version, IP address and diagnostic logs to run and secure the service; logs are kept for up to 90 days. The app contains no advertising and no cross-app tracking. It asks for microphone permission only for voice.

Your choices. You can deny microphone access in your device settings at any time and keep using text chat. Chat history is kept until you delete a conversation; deleting removes it from your history list, but the data remains in our systems. To access, correct or permanently delete your data, contact support@smb solutions.com.au.

Age. The app is a business tool and is not intended for people under 18.

Contact Us

Privacy Officer
SMB Solutions Cloud Services Pty Ltd

Email: support@smb solutions.com.au

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