

Privacy Policy for UAScend Aerial Solutions

Effective Date: 1st March 2025

Last Updated: 1st March 2025

1. Introduction

UAScend Aerial Solutions (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

By using our website (www.uascend.net), services, or submitting your personal information, you agree to the terms outlined in this Privacy Policy.

2. Information We Collect

We collect personal and business information to provide our drone services effectively. This may include:

- Personal Details: Name, phone number, email address, and business details
- Service Inquiry Data: Project details, job location, and specific requests
- Website & Marketing Data: IP address, browser type, cookies, and analytics data
- Payment Information: When required for service bookings (processed securely)

We only collect necessary personal information and always in compliance with Australian privacy laws.

3. How We Collect Your Information

We may collect information in the following ways:

- Directly from You:
- When you fill out a contact form or request a service quote

- When you call, email, or message us regarding our services
- When you book a service through our website
- Automatically via Our Website:
- Through cookies and tracking technologies to analyze site usage
- Using Google Ads & Analytics for marketing and performance tracking

4. How We Use Your Information

We collect and use your personal information for the following purposes:

- To provide aerial drone services (e.g., sending quotes, scheduling jobs)
- To improve our website and marketing efforts
- To send promotional updates (only with your consent)
- To comply with legal and regulatory requirements

We do not sell or share your personal information with third parties for marketing purposes.

5. Data Security & Protection

We take reasonable steps to protect your personal information from loss, misuse, and unauthorized access.

- Encrypted website data transmission (SSL certification)
- Access restrictions to personal information (only authorized personnel)
- Secure third-party payment processing for transactions

6. Disclosure of Your Information

We may share your information in the following situations:

- With service providers & contractors (only when required for job completion)
- To comply with legal obligations (e.g., government authorities)
- In the case of a business transfer or merger

We do not share your personal data with third parties for direct marketing purposes.

7. Your Rights & Choices

Under the Australian Privacy Act, you have the right to:

- Access & update your personal information

- Request deletion of your data (unless required for legal reasons)
- Opt-out of marketing communications
- Complain if you believe we have misused your data

To exercise your rights, please contact us at privacy@uascend.net.

8. Cookies & Third-Party Tracking

Our website uses cookies and similar tracking technologies to enhance user experience and analyze site traffic.

- You can disable cookies in your browser settings
- We use Google Analytics and Google Ads to track performance
- Third-party advertising may collect anonymous usage data

9. Google Ads & Marketing Compliance

If you submit a form through our Google Ads Lead Form, your data is processed in compliance with Google's data policies and will be stored for a maximum of 30 days unless converted into a service booking.

10. Media Usage & Promotional Rights

By engaging UAScend Aerial Solutions, the client acknowledges and agrees that any photos, videos, or data captured during the operation may be used by UAScend Aerial Solutions for marketing, promotional materials, social media, website content, and other advertising purposes.

- If the client does not wish to grant permission for media usage, they must provide a written request prior to the commencement of the drone operation.
- Requests can be submitted via email to operations@uascend.net with the subject line 'Media Usage Opt-Out.'
- UAScend Aerial Solutions respects client privacy and will honor any opt-out requests made in advance of the operation.

11. Compliance with Australian Privacy Laws

We comply with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). This means:

- Personal data is only collected for necessary business operations

- Clients have the right to request, modify, or delete their personal data
- Sensitive information is not collected unless required by law

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the updated “Last Updated” date.

13. Contact Us

For any privacy-related questions or concerns, please contact us:

- Email: info@uascend.net
- Website: www.uascend.net