

Privacy Policy

Coastal Pressure Solutions

Coastal Pressure Solutions respects your privacy and is committed to handling personal information responsibly and transparently.

This Privacy Policy explains how we collect, use, store and disclose personal information when you visit our website, contact us, request a quote, interact with our advertising or use our services.

1. Information We Collect

We may collect personal information including:

Your name
Phone number
Email address
Property or service address
Information you provide when requesting a quote or making an enquiry
Details relating to services you have requested or received
Communications between you and Coastal Pressure Solutions
Website usage and interaction information
IP address
Browser and device information
Approximate location information
Pages viewed and actions taken on our website
Advertising and referral information

We only collect information that is reasonably necessary for operating, marketing and improving our business and providing our services.

2. How We Collect Information

Personal information may be collected when you:

Submit a quote or contact form through our website
Call, email or message us
Contact us through Facebook, Instagram or other social media platforms
Respond to or interact with one of our advertisements

Become a customer of Coastal Pressure Solutions

Visit or interact with our website

Certain information may also be collected automatically through cookies, tracking pixels and similar technologies.

3. Meta Pixel and Online Advertising

Our website may use advertising and analytics technologies provided by **Meta Platforms, including the Meta Pixel**.

The Meta Pixel allows us to understand how visitors interact with our website after viewing or clicking advertising on platforms such as Facebook and Instagram.

Information collected through the Meta Pixel may include:

Pages visited

Website actions and interactions

Date and time of visits

Device and browser information

IP address

Referral information

Advertising interactions

Quote or enquiry conversions

Depending on our advertising configuration, information you provide to us may also be used to help measure advertising effectiveness, create advertising audiences or improve the relevance of advertisements.

Information collected through Meta technologies may be transmitted to and processed by Meta Platforms and its service providers in accordance with Meta's own privacy policies and terms.

We do not intentionally use the Meta Pixel to collect or transmit sensitive personal information.

4. Cookies and Tracking Technologies

Our website may use cookies, pixels and similar technologies to:

Operate and improve our website

- Analyse website traffic
- Understand visitor behaviour
- Measure advertising performance
- Track enquiries and conversions
- Display more relevant advertising
- Create remarketing or advertising audiences

You can control or disable cookies through your browser settings.

Where available, you may also use our website cookie or privacy controls to manage advertising and tracking preferences.

Disabling certain cookies or tracking technologies may affect some website functionality.

5. How We Use Your Information

We may use personal information to:

- Respond to enquiries
- Prepare and provide quotes
- Schedule and perform services
- Communicate with customers
- Process and manage jobs
- Provide customer service
- Maintain business and accounting records
- Improve our services
- Improve our website
- Measure advertising performance
- Conduct marketing and remarketing activities
- Show advertising that may be relevant to you
- Prevent fraud or misuse of our website
- Comply with legal and regulatory obligations

6. Marketing and Advertising

We may use information collected through our website and advertising platforms to measure campaigns and advertise Coastal Pressure Solutions services.

This may include advertising through:

Facebook
Instagram
Meta advertising services
Google
Other online advertising or social media platforms

Where required, you can opt out of direct marketing communications by using the unsubscribe option provided or by contacting us.

You may also manage personalised advertising settings directly through platforms such as Facebook, Instagram and Google.

7. Disclosure of Personal Information

We may disclose personal information where reasonably necessary to businesses that assist us with operating Coastal Pressure Solutions, including:

Website hosting and technology providers
Customer relationship management systems
Accounting and payment providers
Advertising and marketing platforms
Meta Platforms
Google
Contractors or service providers assisting with our operations
Professional advisers
Government authorities where required by law

We do not sell your personal information.

8. Overseas Processing

Some third-party technology, advertising, cloud or software providers we use may store or process information outside Australia.

This may include services provided by companies such as Meta and Google and their related entities or service providers.

The countries in which information is processed may change depending on the provider's infrastructure and services.

9. Security

We take reasonable steps to protect personal information from:

- Misuse
- Interference
- Loss
- Unauthorised access
- Modification
- Disclosure

However, no method of internet transmission or electronic storage can be guaranteed to be completely secure.

10. Retention of Information

We retain personal information for as long as reasonably necessary to:

- Provide our services
- Maintain business records
- Respond to enquiries
- Meet accounting, taxation, insurance or legal requirements
- Resolve disputes
- Conduct legitimate business and marketing activities

Information that is no longer required may be securely deleted or de-identified where appropriate.

11. Accessing or Correcting Your Information

You may contact us if you would like to:

- Request access to personal information we hold about you
- Correct inaccurate or outdated information
- Ask questions about how your information is handled
- Request deletion of information where appropriate
- Opt out of certain marketing communications

We may need to verify your identity before processing certain requests.

12. Privacy Complaints

If you have concerns about how Coastal Pressure Solutions has handled your personal information, please contact us using the details below.

We will review your concern and respond within a reasonable timeframe.

Where applicable, you may also contact the **Office of the Australian Information Commissioner (OAIC)** regarding privacy concerns.

13. Third-Party Websites

Our website may contain links to other websites, social media platforms or third-party services.

Coastal Pressure Solutions is not responsible for the privacy practices of third-party websites or services. We recommend reviewing their privacy policies separately.

14. Changes to This Privacy Policy

We may update this Privacy Policy when our business practices, website, advertising technologies or legal obligations change.

The latest version will be published on our website with the date it was last updated.

15. Contact Us

For questions, requests or complaints regarding privacy, please contact:

Coastal Pressure Solutions

Email: admin@coastalpressuresolutions.com.au

Phone: 0432 802 808

Location: Gold Coast, Queensland, Australia