

## Strategic Effective Development [SED] Solutions Website

### Privacy Policy and Terms of Use

*Last updated May 2025*

#### Disclaimer / Terms of Use

This website provides general information about the services offered by Strategic Effective Development [SED] Solutions. While every effort is made to ensure accuracy at the time of publication, users should contact SED Solutions to confirm the currency of content before relying on it.

SED Solutions makes no representations or warranties about the accuracy, reliability, or completeness of this website's content. To the fullest extent permitted by law, SED Solutions disclaims liability for any loss or damage arising from the use of, or reliance on, the website or its contents.

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#### Privacy Commitment

SED Solutions is committed to protecting your privacy and personal data in accordance with the Privacy Act 1988 (Cth) and, where applicable, international regulations such as the EU General Data Protection Regulation (GDPR). This policy outlines how we collect, use, store, and disclose personal information.

By accessing our website, using our services, or engaging with us in any way, you consent to the practices described in this policy.

#### What We Collect

We may collect personal information such as:

- Your name, email, phone number, address, and occupation
- Enquiry details submitted from our website, email, or phone
- Feedback or survey responses
- Information shared during service delivery

We may also collect information indirectly via:

- Through authorised representatives or referrals
- From publicly available sources such as LinkedIn
- Via website analytics or cookies
- When required by law

## **How We Use Your Information**

Your personal information may be used for:

- Identity verification
- Responding to enquiries or service requests
- Delivering coaching, facilitation, and consulting services
- Managing and administering service relationships
- Seeking feedback and improving our services
- Enhancing our systems and communications
- Meeting legal and regulatory obligations

## **How We Store and Protect Your Information**

SED Solutions takes reasonable precautions to safeguard personal data both online and offline.

- Data is stored securely on password-protected devices or secure servers protected by malware and antivirus software.
- Sensitive data, such as payment details, is processed securely through trusted third-party payment providers and is not stored directly by us.
- Access to personal information is limited to individuals who need it to perform their roles and who are bound by confidentiality agreements.

## **Disclosure of Personal Information**

We may disclose your personal information:

- To service providers (e.g., IT, legal, administrative, or payment processors) who support our operations. SED Solutions takes reasonable steps to ensure these parties are bound by confidentiality and privacy obligations.
- To your authorised representative, with your written consent
- When required by law or regulatory bodies

We do not sell, rent, or trade personal information.

## **Your Rights (Australia and Global)**

You have the right to:

- Access the personal data we hold about you (subject to legal exceptions)
- Request corrections to inaccurate or outdated information
- Withdraw consent for specific uses
- Request erasure (“right to be forgotten”), where permitted
- Lodge a complaint if you believe your rights have been breached

Requests may need to be made in writing for verification and security purposes.

mailto: link: [sedsolutions@bigpond.com](mailto:sedsolutions@bigpond.com)

## **Cookies and Analytics**

Our website may use cookies or similar technologies to:

- Improve user experience
- Analyse website traffic
- Customise content and engagement

You can disable cookies through your browser settings. Continued use of our site implies consent unless cookies are declined.

## **Third-Party Links**

This site may contain links to third-party websites. SED Solutions is not responsible for the content, practices, or privacy policies of external websites. Please refer to their respective policies.

## **Accuracy and Updates**

We rely on you to provide accurate and up-to-date personal information. Please inform us of any changes or corrections. This policy is reviewed periodically and may be updated without notice. The most recent version is always available on our website.

To update your information or ask a question, mailto: link: [sedsolutions@bigpond.com](mailto:sedsolutions@bigpond.com)

## **Further Information**

To learn more about your privacy rights, visit the Office of the Australian Information Commissioner (OAIC): [www.oaic.gov.au](http://www.oaic.gov.au)

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## **Strategic Effective Development [SED] Solutions**

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