Privacy Policy – After the Altar

Laundry Room Investments Pty Ltd t/as After the Altar ("we", "our", "us") is committed to protecting the privacy of our customers and website visitors. This Privacy Policy explains how we collect, use, store, and protect your personal information in accordance with the Australian Privacy Principles (APPs) under the *Privacy Act 1988 (Cth)*.

1. Information We Collect

We may collect the following types of personal information:

- **Contact details:** name, phone number, email address
- **Service information:** garment details, service history, preferences
- **Payment information:** transaction records (we do not store full card details)
- **Website usage data:** IP address, browser type, pages visited, and interactions
- **Communications:** enquiries, feedback, or messages submitted through our website or in-store

We only collect information necessary to provide our services or improve your experience.

2. How We Collect Information

We collect personal information through:

- Our website forms and booking tools
- In-store interactions
- Phone, email, or SMS communication
- Cookies and analytics tools
- Social media interactions

Where reasonable, we collect information directly from you.

3. How We Use Your Information

We use your information to:

- Provide garment-care, laundry, and drycleaning services
- Contact you regarding orders, updates, or enquiries
- Process payments and issue receipts
- Improve our website, customer experience, and service offerings
- Send optional marketing communications (you may opt out at any time)
- Maintain internal records and service history
- Comply with legal obligations

We do not sell or rent your personal information to third parties.

4. Disclosure of Information

We may share your information with:

- Service providers assisting with payment processing, website hosting, or communications
- Delivery or courier partners (if applicable)
- Regulatory authorities when required by law

All third-party partners are required to handle your information securely and in accordance with privacy standards.

5. Data Storage & Security

We take reasonable steps to protect your personal information from misuse, loss, unauthorised access, modification, or disclosure. This includes:

- Secure payment systems
- Restricted staff access
- Encrypted digital storage
- Regular system monitoring

However, no online system is completely secure, and we cannot guarantee absolute protection.

6. Cookies & Website Tracking

Our website may use cookies and analytics tools to:

- Improve site functionality
- Understand visitor behaviour
- Tailor content and user experience

You may disable cookies through your browser settings, though some features may not function fully.

7. Accessing & Updating Your Information

You may request access to your personal information or ask us to correct inaccurate details. To do so, contact us using the details below. We will respond within a reasonable timeframe.

8. Marketing Communications

We may send occasional updates, promotions, or service reminders. You can unsubscribe at any time by following the instructions in the message or contacting us directly.

9. Third-Party Links

Our website may contain links to external sites. We are not responsible for the privacy practices or content of those websites.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on our website with the revised date.

11. Contact Us

For privacy enquiries, corrections, or concerns, please contact:

After the Altar

Email: hello@afterthealtar.com.au

Phone: (08) 9786 5292

Address: Unit 1 / 120 Strelly Street, Busselton WA 6280