

# PRIVACY POLICY

This Privacy Policy describes how MckBui Solutions Pty Ltd ABN 11 647 540 583 t/a as Your Daily Organizer (**YDO**, **Site** or **we**) collects, uses, and discloses your Personal Information when you visit or subscribe from the Site.

## WHO WE ARE

YDO is an Australian software business based in Sydney, New South Wales. When we refer to 'YDO', we're referring to all of YDO's products. This includes the YDO mobile app, web app and website.

In this policy, we make mention of the Australian Privacy Principles (**APPs**) and the Privacy Act 1988 (**The Act**). These regulations govern our responsibilities concerning the handling of personal information by YDO within Australia. When YDO is accessed outside of Australia, supplementary provisions may come into effect, which are detailed in the sections titled 'Specific Provisions for California Residents'.

Under The Act, personal information encompasses a wide spectrum of data that has the potential to identify an individual. This can include, among other things, an individual's name, address, sensitive details, photographs, internet protocol (IP) addresses, and location data from a mobile device.

## COLLECTING PERSONAL INFORMATION

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as 'Personal Information'. See the list below for more information about what Personal Information we collect and why.

### Device information

- **Examples of Personal Information collected:** version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.
- **Purpose of collection:** to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.
- **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels.
- **Disclosure for a business purpose:** shared with our developers, processor and payment gateways.

### Order information

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.
- **Purpose of collection:** to provide products or services to you to fulfill our contract, to process your payment information, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** shared with our developers, processor and payment gateways.

### Customer support information

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.
- **Purpose of collection:** to provide customer support.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** customer support company used by us to provide you customer support.

## MINORS

The Site is not intended for individuals under the age of 18. YDO is offered and available to users who are at least 18 years of age or older and legally capable of entering into contractual agreements.

We do not intentionally collect Personal Information from children. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us at [info@yourdailyorganizer.com](mailto:info@yourdailyorganizer.com) to request deletion.

## SHARING PERSONAL INFORMATION

We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above. For example:

- We use Bubble to power our Site. You can read more about how Bubble uses your Personal Information here: <https://bubble.io/privacy>

- We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location).

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's (NAI) educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- FACEBOOK - <https://www.facebook.com/settings/?tab=ads>
- GOOGLE - <https://www.google.com/settings/ads/anonymous>
- BING  
- <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>
- INSTAGRAM

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## USING PERSONAL INFORMATION

We use your personal Information to provide our services to you, which includes offering products or services for sale, processing payments, fulfillment of your subscription, and keeping you up to date on new products, services, and offers.

## RETENTION

When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information.

## **SPECIFIC PROVISIONS FOR CCPA**

The California Consumer Privacy Act (**CCPA**) provides you with rights regarding how your data or personal information is treated.

If you are a resident of California, you have the right to access the Personal Information we hold about you (also known as the 'Right to Know'), to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us through the contact information below.

If you would like to designate an authorized agent to submit these requests on your behalf, please contact us at the address below.

### **Do Not Sell My Personal Information - Your Rights Under CCPA**

Under the CCPA, California residents can choose to opt out of the "sale" of their personal information to third parties. Based on the CCPA definition, "sale" refers to data collection for the purpose of creating advertising and other communications. Learn more about CCPA and your privacy rights: <https://oag.ca.gov/privacy/ccpa>

#### *How to opt out*

Please send your email request to [info@yourdailyorganizer.com](mailto:info@yourdailyorganizer.com), and we will no longer collect or sell your personal information. This applies to both third-parties and the data we collect to help personalize your experience on our website or through other communications. For more information, view our Privacy Policy.

To be eligible to opt-out, you must be browsing from California.

## **COOKIES**

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

We use the following cookies to optimize your experience on our Site and to provide our services.

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser’s “Tools” or “Preferences” menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser’s help file or through such sites as [www.allaboutcookies.org](http://www.allaboutcookies.org).

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt-out of certain uses of your information by these parties, please follow the instructions in the ‘Behavioural Advertising’ section.

## **DO NOT TRACK**

Please note that because there is no consistent industry understanding of how to respond to “Do Not Track” signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

## **EMAIL OPT-OUT**

You may opt-out of receiving our newsletter or marketing emails from us by following the unsubscribe instructions included in each newsletter or marketing email or you can contact us at [info@yourdailyorganizer.com](mailto:info@yourdailyorganizer.com).

## **SECURITY**

Ensuring the security of our users' information is a matter of utmost importance to us. We take reasonable administrative, physical and electronic measures designed to safeguard and protect your information from unauthorized access or disclosure. However, no security or encryption method can be guaranteed to protect information from hackers or human error.

Information we collect may be stored or processed on computers located in any country where we do business.

All files uploaded by YDO users' are stored in AWS cloud-based data centres.

## EXTERNAL LINKS

Please note that YDO may include links to third-party websites. Should you choose to visit a third-party site from YDO, please note that any information you provide to that site and how the third party handles that information are beyond YDO's control and are not governed by this Privacy Policy. We recommend reviewing the privacy policies of each site you visit.

This Privacy Policy covers personal information gathered by YDO. For example, if you upload content, which may include personal information, to a social network and subsequently tag YDO, your submission will be subject to the terms of use and Privacy Policy of that particular social network. This applies even when you post on an official YDO page within the social network. It's important to note that we do not have authority over these terms of use and privacy policies, and we have not conducted an assessment of their suitability. Therefore, we recommend that you carefully review these policies before providing any personal information.

## CHANGES

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

## CONTACT

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, you may contact us in writing or via email at the following address:

Your Daily Organizer

Email: [info@yourdailyorganizer.com](mailto:info@yourdailyorganizer.com).

*Last updated: December 2023*

If you find our response unsatisfactory or wish to file a formal complaint, you have the right to reach out to the Office of the Australian Information Commissioner (**OAIC**) on 1300 363 992 or via email at [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au) or your relevant data protection authority.