

INFIX Studio — Privacy Policy

INFIX Studio (“INFIX”, “we”, “us” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store and disclose personal information when you interact with us — including through our website (infixstudio.com), our advertising on social media platforms such as Instagram and Facebook (including lead forms), our newsletter, and when you contact us. We handle personal information in accordance with the Australian Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

1. Who we are

INFIX Studio is a creative studio based at Unit 5/18 Ozone St, Chinderah NSW 2487, Australia. If you have any questions about this policy or your personal information, contact us at admin@infixstudio.com.

2. The information we collect

The personal information we collect depends on how you interact with us. It may include:

- Contact and business details you provide when requesting our free brand audit or another resource — such as your name, email address, business name, website address, Instagram handle, and any information you choose to share about your brand (for example, a short note on why you started your business).
- Your email address, when you subscribe to our newsletter.
- The content of your enquiry, when you contact us by email, phone or social media.
- Limited technical and usage information collected automatically when you visit our website (for example IP address, browser type and pages viewed), where applicable through cookies and analytics tools.

3. How we collect your information

We collect personal information directly from you when you submit a lead form through our ads on Instagram or Facebook, complete a form or subscribe on our website, or contact us. When you submit a lead form on Instagram or Facebook, Meta Platforms collects your information on our behalf and makes it available to us. We may also collect information automatically through our website as described above.

4. Why we collect and use your information

We use your personal information to:

- Deliver the free brand audit or other resource you requested;
- Respond to your enquiry and follow up with you by email or phone;
- Provide information about our services where you have expressed interest;
- Send marketing communications, such as our newsletter, where you have subscribed or otherwise consented — you can opt out at any time;
- Improve our website, services and marketing.

We only use your information for the purposes for which it was collected, for related purposes you would reasonably expect, or where you have consented or the law otherwise permits.

5. Disclosure of your information

We do not sell your personal information. We may share it with:

- Service providers who help us operate our business — for example Meta Platforms (advertising and lead forms), our email, newsletter and customer-management tools, website hosting, and analytics providers;
- Our professional advisers; and
- Others where required or authorised by law.

6. Overseas disclosure

Some of our service providers (including Meta Platforms) may store or process personal information outside Australia. Where this occurs, we take reasonable steps to ensure your information is handled consistently with the Australian Privacy Principles.

7. Storage and security

We take reasonable steps to protect your personal information from misuse, interference, loss, and unauthorised access, modification or disclosure. Information collected through lead forms is held within Meta business tools and our internal systems. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. How long we keep your information

We keep personal information only for as long as needed for the purposes described in this policy, or as required by law. When it is no longer needed, we take reasonable steps to delete or de-identify it. You can ask us to delete your information at any time (see “Your rights and choices” below).

9. Cookies and website analytics

Our website may use cookies and analytics tools to understand how visitors use the site and to improve it. You can control or disable cookies through your browser settings, although some parts of the site may not function properly as a result.

10. Your rights and choices

Under the Australian Privacy Principles, you may request access to the personal information we hold about you and ask us to correct it. You can also ask us to delete your information or stop sending you marketing at any time — either by using the unsubscribe link in our emails or by contacting us. To make a request, email us at admin@infixstudio.com. If you have a concern about how we have handled your personal information, please contact us first so we can address it. You may also contact the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

11. Third-party links

Our website and advertising may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites, and we encourage you to review their privacy policies.

12. Changes to this policy

We may update this Privacy Policy from time to time. The current version will always be available on our website, with the “last updated” date shown at the top.

13. Contact us

INFIX Studio

Unit 5/18 Ozone St, Chinderah NSW 2487, Australia

admin@infixstudio.com