

Privacy Policy for Social Media Advertising

At Partner With Care, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and protect your data when you interact with our advertisements on social media platforms such as Facebook, Instagram, and LinkedIn.

1. Information We Collect

When you engage with our social media ads, we may collect:

- Your name
- Your contact details (such as email address and phone number)
- Any information you provide through lead forms (e.g., service preferences, location)
- Interaction data (clicks, likes, shares, comments)

2. How We Use Your Information

We use your information to:

- Respond to your enquiries
- Provide information about our services
- Send you updates, offers, and newsletters (if you opt-in)
- Improve our services and advertising

We do **not** sell or share your personal information with third parties for their own marketing purposes.

3. How Your Information Is Protected

We take reasonable measures to protect your information, including:

- Secure storage systems
- Limited access to authorized staff
- Regular reviews of our privacy practices



4. Your Rights

You have the right to:

- Access the personal information we hold about you
- Request corrections to your information
- Withdraw your consent at any time
- Request deletion of your personal information

To exercise these rights, please contact us at **hello@pwcare.com.au** or **1300 677 174**.

5. Third-Party Platforms

Our ads may use the targeting tools provided by social media platforms. Please review the privacy policies of Facebook, Instagram, LinkedIn, and other platforms for information about how they collect and manage your data.

6. Changes to This Policy

We may update this policy occasionally to reflect changes in our practices or legal requirements. We encourage you to review this policy periodically.

Effective Date: 24/04/2025

