

Privacy Policy

This Privacy Policy describes how PlayoPuff Pty Ltd ("PlayoPuff", "we", "us", or "our") collects, uses, discloses, and protects personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). We are committed to protecting the privacy of individuals and handling personal information in an open and transparent way. We encourage you to read this Privacy Policy carefully and in full to ensure you are informed about how we collect, use, and protect your personal information.

By using our services, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

1. Types of Personal Information We Collect

We collect personal information related to your use of our services. This includes:

- **User Data:** Information about how users interact with the platform, such as which user accessed which topic and used which game.
- **Payment Information:** If you subscribe to our services, payment details are processed through third-party providers (e.g., Stripe), but we do not store full payment information.

We do not collect sensitive information (e.g., health information, racial or ethnic background).

2. Collection Methods

We collect personal information through various methods, including:

- **Account Usage:** Data automatically collected when you interact with our website or web application.

3. Use of Personal Information

We use personal information for the following purposes:

- To provide and improve our educational game services.
- To process transactions, including payments for subscriptions.
- To monitor and analyze usage to enhance user experience.
- To communicate with users regarding updates, support, and inquiries.

4. Third-Party Services

We may use third-party service providers to assist in the operation of our services, including:

- **Plausible Analytics & Google Analytics :** To track usage patterns and improve user experience.
- **Stripe:** For payment processing.

These third parties are required to comply with applicable data protection laws and may only use personal information for the purpose of providing their services to us.

5. Cross-Border Data Transfers

User data may be stored on servers located outside Australia (e.g., Google Cloud Platform). By using our services, you consent to the transfer, storage, and processing of your personal information to these locations, in accordance with this Privacy Policy.

6. User Rights

You have the following rights in relation to your personal information:

- **Requesting Deletion:** You can delete your account and associated data by contacting us at support@playopuff.com.

7. Security of Personal Information

We take reasonable steps to ensure the security of your personal information. This includes implementing encryption, secure servers, and strict access controls to protect your data from unauthorized access, alteration, or destruction.

8. Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, or as required by law. Once your personal information is no longer required for these purposes, we will securely delete or anonymize the data in accordance with our data retention policy.

9. Notification of Data Breaches

In the event of a data breach that poses a risk of serious harm, we will promptly notify affected individuals and report the breach to the Office of the Australian Information Commissioner (OAIC) as required by law.

10. Children's Privacy

Our services are designed for use by speech therapists, educators, and parents of children aged 3 to 10 years old. We do not knowingly collect personal information from children under the age of 15 without parental consent. If you believe that we have inadvertently collected personal information from a child without consent, please contact us immediately, and we will take appropriate steps to delete the information.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the updated Privacy Policy on our website, and the changes will take effect as of the date of posting.

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal information.

12. Governing Law

This Privacy Policy is governed by and construed in accordance with the laws of New South Wales, Australia. Any disputes arising under or in connection with this policy shall be subject to the exclusive jurisdiction of the courts in New South Wales.

13. Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Email: support@playopuff.com

If you are not satisfied with our response to your privacy complaint, you may contact the Office of the Australian Information Commissioner (OAIC) for further assistance on 1300 363 992.

This Privacy Policy was last updated in May 2025 and reflects our practices at the time of publication.