

5 STAR TRADIE

5startradie.com.au

PRIVACY POLICY

Issued by:	Syddall & Co (ABN 99 881 612 796)
Trading as:	Five Star Tradie
Customer-facing brand:	5 Star Tradie
Business location:	Melbourne, Victoria, Australia
Contact:	hello@5startradie.com.au 0412 171 950
Website:	5startradie.com.au
Last updated:	1 July 2026

Plain-English summary: We collect information needed to respond to enquiries, deliver websites and marketing services, support clients, process leads, improve our systems and send permitted service or marketing messages. Enquiries may be stored in our internal notes, workflow tools and AI-assisted tools. We do not sell personal information.

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Section 1 - About this Privacy Policy

1.1 This Privacy Policy explains how Syddall & Co (ABN 99 881 612 796), trading as Five Star Tradie, and operating under the customer-facing brand 5 Star Tradie, collects, uses, stores, discloses and protects personal information.

1.2 This policy applies to people who visit our website, make an enquiry, request a quote, become a client, communicate with us, supply content to us, or otherwise interact with 5 Star Tradie.

1.3 This policy also applies where 5 Star Tradie builds, hosts, maintains, supports or improves a client website and may process enquiry information submitted through that website for operational, support, reporting, spam-filtering, security, lead-quality, service-improvement or delivery purposes.

1.4 We aim to handle personal information in a fair, transparent and secure way, and in line with the Privacy Act 1988 (Cth) and the Australian Privacy Principles where they apply to our business.

1.5 This Privacy Policy should be read together with our Terms & Conditions, cookie banner, website forms, and any quote, proposal or service agreement accepted by a client.

Section 2 - Who We Are

Item	Details
Legal entity	Syddall & Co (ABN 99 881 612 796)
Registered / legal trading name	Five Star Tradie
Customer-facing brand	5 Star Tradie
Location	Melbourne, Victoria, Australia
Website	5startradie.com.au
Email	hello@5startradie.com.au
Phone	0412 171 950

For privacy questions, access requests, correction requests, complaints, or marketing opt-out requests, contact us using the email address above.

Section 3 - Personal Information We Collect

The types of personal information we collect depend on how someone interacts with us. We only aim to collect information that is reasonably useful or necessary for our services, business operations, communications, security, marketing, record-keeping and legal obligations.

Category	Examples
Enquiry information	Name, business name, trade, service area, phone number, email address, enquiry message, preferred contact method, consent choices and information submitted through forms, calls, emails, texts or social media.
Client and project information	Business details, website requirements, service areas, photos, logos, brand assets, copy, testimonials, reviews, access details provided for setup, onboarding notes, project history and support messages.
Client website lead information	Information submitted by prospective customers through websites we build, host, maintain or support, including name, phone number, email address, service requested, suburb, message details and metadata such as submission time.

Google Business Profile information	Information required to set up, optimise, update or support a Google Business Profile. The client remains owner or primary owner; 5 Star Tradie normally only requests manager access.
Billing and administration information	Invoice details, payment status, subscription details, account history, cancellation requests, administrative correspondence and records needed for tax, accounting or dispute management.
Technical and website information	IP address, device and browser information, approximate location, pages visited, referral source, cookies, analytics events, advertising events, error logs, security logs and similar technical information.
Marketing information	Marketing preferences, consent records, unsubscribe requests, campaign engagement, source of enquiry and notes about whether someone may be suitable for future offers or updates.

Section 4 - How We Collect Personal Information

4.1 We collect personal information directly when someone fills in a website form, books a call, emails us, calls us, texts us, sends a voice note, communicates through social media, accepts a quote, signs up for a plan, or provides onboarding information.

4.2 We may collect personal information from third parties where appropriate, such as referral partners, contractors, website or form platforms, payment providers, domain registrars, analytics tools, advertising platforms, social media platforms, public business directories and Google Business Profiles.

4.3 We may collect technical information automatically when someone visits our website or a client website that we build, host, maintain or support, including through cookies, analytics tools, security tools, consent tools, advertising pixels and similar technologies.

4.4 Where clients provide us with content, customer information, enquiry history or access to third-party platforms, the client is responsible for ensuring they have the right to provide that information and that it is accurate, lawful and appropriate for use.

Section 5 - How We Use Personal Information

We may use personal information for the following purposes:

- responding to enquiries, calls, messages and quote requests;
- checking trade and service-area availability under our exclusivity model;
- preparing proposals, service agreements, invoices, onboarding requests and support notes;
- designing, building, hosting, securing, maintaining and updating websites;
- setting up, optimising, updating and supporting Google Business Profiles using manager access only, unless otherwise requested in writing by the client;
- providing SEO, content updates, paid advertising management, social media management, reporting and other agreed services;
- sending form leads, booking enquiries or customer enquiries to the relevant client;
- storing enquiry information in internal notes, systems and workflow tools so we can manage leads, support clients, improve services and understand what works;
- reviewing lead quality, spam patterns, conversion performance, common objections, client outcomes and website performance;
- using de-identified or aggregated insights to improve our templates, forms, copy, reporting, spam filtering, customer experience and internal processes;
- sending service updates, operational notices and, where permitted, marketing communications with an unsubscribe option;
- managing payments, subscriptions, support, cancellation requests, disputes and account administration;
- complying with legal obligations, resolving disputes, enforcing agreements and protecting our rights or the rights of clients and website users.

No sale of personal information: 5 Star Tradie does not sell personal information. We may disclose information to trusted providers only where needed to operate, deliver, support, improve or protect our services, or where required by law.

Section 6 - Forms, Cookies, Analytics & Advertising Pixels

- 6.1** Our website may use forms to collect information such as name, business name, trade, service area, phone number, email address, enquiry details and consent preferences.
- 6.2** Our website and the websites we build, host or support may use cookies, analytics tools, consent tools, security tools, advertising pixels and similar technologies. These tools may collect technical information such as browser type, device type, IP address, pages visited, referral source, approximate location, actions taken on the website and advertising or analytics events.
- 6.3** We may use tools such as Google Analytics, Google Ads, Meta advertising tools, website hosting analytics, form tools, call tracking tools, CRM tools, cookie-consent tools or similar services. The exact tools may change over time as our business and technology stack changes.
- 6.4** Necessary cookies and security tools may be used because they are needed for the website to work, protect forms, remember cookie choices, reduce spam and maintain security.
- 6.5** Analytics cookies help us understand website performance, visitor behaviour, traffic sources and how people use our website or client websites. Where a cookie banner is used, analytics cookies should be optional and should not load until the user accepts analytics or non-essential cookies.
- 6.6** Marketing and advertising cookies or pixels may help us measure ad performance, build audiences, avoid wasting ad spend and show more relevant advertising. Where a cookie banner is used, marketing cookies or pixels should be optional and should not load until the user accepts marketing or non-essential cookies.
- 6.7** Website users can accept all cookies, reject non-essential cookies or manage preferences where those choices are offered. Users can also usually disable cookies through their browser settings. Some website features may not work properly if cookies are disabled.
- 6.8** Cookie-consent choices may be stored for a reasonable period so the website can remember the user's preference and avoid repeatedly showing the same banner.

Section 7 - Client Websites, Lead Enquiries & Third-Party Platforms

- 7.1** Where 5 Star Tradie builds, hosts, maintains or supports a client website, enquiry forms on that website may collect personal information from the client's prospective customers. Unless otherwise agreed in writing, that enquiry information belongs to the client and is passed to the client for follow-up.
- 7.2** 5 Star Tradie may receive, access, store, review or process a copy of client website enquiry information where reasonably useful or necessary to operate the website, deliver enquiry notifications, filter spam, provide support, troubleshoot issues, maintain security, prepare reporting, understand lead quality, improve forms, improve client results, improve our services or comply with legal obligations.
- 7.3** 5 Star Tradie does not own a client's customer relationship. Clients are responsible for how they handle enquiry information after receiving it, including their own privacy notices, customer communications, follow-up, record keeping, marketing consents and legal obligations.
- 7.4** Where we assist with a Google Business Profile, the client remains the owner or primary owner of the profile. 5 Star Tradie only requests manager access for setup, optimisation, updates, support and agreed services, unless the client expressly requests a different arrangement in writing.
- 7.5** Where services require third-party platforms, such as Google, Meta, hosting providers, domain registrars, payment providers, email systems, website platforms, analytics tools, automation tools, AI-assisted workflow tools or note-taking systems, those platforms may handle personal information under their own terms and privacy policies.
- 7.6** Clients should not provide passwords, login credentials or access permissions unless they are authorised to do so. Where possible, clients should provide role-based access instead of sharing passwords.

Section 8 - Storage Systems, AI Tools & Internal Notes

8.1 We may store enquiry, project, support and client information in internal systems used to run our business. These may include email inboxes, hosting dashboards, website form tools, spreadsheets, CRM or pipeline tools, automation tools, project-management tools, note-taking systems such as Obsidian, and AI-assisted workflow tools such as Claude or similar services.

8.2 We may use AI-assisted tools to help draft documents, summarise enquiries, organise onboarding information, improve website copy, analyse lead quality, improve internal workflows and support service delivery. We aim to avoid providing unnecessary sensitive information to these tools and to use reasonable access controls and settings where available.

8.3 We may keep internal notes about enquiries, clients, project decisions, website performance, common questions, sales objections, lead quality and service improvements. These notes are used to manage the business, support clients and improve the quality of our work.

8.4 Where possible, we may de-identify or aggregate information before using it for internal learning, service improvement, templates, examples, reporting or training our internal processes. De-identified or aggregated insights may be kept for longer because they are not intended to identify a particular person.

8.5 We do not intentionally sell personal information, publish private enquiry information, or use private enquiry information in public marketing examples without permission or appropriate de-identification.

Section 9 - Disclosure, Service Providers & Overseas Processing

We may disclose personal information to third parties where reasonably needed for the purposes described in this policy. This may include:

- website hosting providers, website builders, developers and technical support providers;
- domain registrars and DNS providers;
- email, form, CRM, automation, AI-assisted workflow, note-taking and communication providers;
- payment processors, accounting providers and invoicing systems;
- Google, Meta and other analytics, advertising, SEO or digital marketing platforms;
- contractors, subcontractors or team members assisting with website, design, support, SEO, advertising, administration or reporting work;
- professional advisers, insurers, debt-recovery providers, dispute-resolution bodies or legal advisers;
- government agencies, regulators, law enforcement or courts where required or permitted by law;
- a purchaser or prospective purchaser if our business or assets are sold, merged, restructured or transferred.

Some providers may store or process information outside Australia, including in countries where cloud, analytics, advertising, payment, email, hosting, AI, automation or note-taking infrastructure is located. We take reasonable steps to use reputable providers and limit disclosure to what is needed for the relevant purpose.

Section 10 - Security, Retention & Data Breaches

10.1 We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure. Measures may include password protection, two-factor authentication where available, access controls, secure platforms, role-based access, backups, security monitoring and limiting access to people or tools that need it.

10.2 No internet transmission or online storage system can be guaranteed completely secure. Clients and website users should take care when sending information online and should not send unnecessary sensitive information.

10.3 As a general approach, we may retain active client, project, billing, contract and support records for the duration of the client relationship and for up to seven (7) years after the last interaction, unless a longer period is required or reasonably needed for legal, accounting, tax, security, backup, operational or dispute-resolution purposes.

10.4 Enquiries that do not become clients may be retained for up to twenty-four (24) months for follow-up, sales pipeline, service improvement, analytics, spam prevention and legitimate business purposes, unless deleted earlier or retained longer where reasonably needed.

10.5 Client website lead enquiry copies may be retained for up to twenty-four (24) months for reporting, support, lead-quality review, form improvement, spam filtering and service improvement, unless the client requests a different arrangement or retention is otherwise required.

10.6 Technical logs, analytics data, cookie-consent records, advertising events and website performance data may be retained for a reasonable period depending on the relevant platform settings and business need.

10.7 De-identified or aggregated insights may be kept for longer because they are not intended to identify a particular person and may help improve our services over time.

10.8 When personal information is no longer needed, we will take reasonable steps to delete, de-identify or securely archive it, subject to legal, accounting, backup and operational requirements.

10.9 If a data breach occurs, we will take reasonable steps to contain, investigate and remediate the issue. Where the Notifiable Data Breaches scheme applies and notification is required, we will notify affected individuals and/or the Office of the Australian Information Commissioner as required by law.

Section 11 - Access, Correction, Deletion & Marketing Opt-Out

11.1 A person may contact us to request access to personal information we hold about them, to ask us to correct inaccurate information, or to ask us to delete information where it is no longer needed and we are not legally or operationally required to keep it.

11.2 Requests should be sent to hello@5startradie.com.au. We may need to verify identity before actioning a request, especially where disclosure could affect another person, a client, a business account or a third-party platform.

11.3 We may refuse or limit a request where permitted by law, including where the request is unreasonable, would compromise security, would reveal confidential commercial information, would affect another person's privacy, or where we must retain the information for legal, accounting, operational or dispute-resolution reasons.

11.4 We may send service, account, invoice, project and support messages where necessary for our relationship with a person or client. We may also send marketing emails or SMS where we have consent or are otherwise permitted by law.

11.5 People can opt out of marketing communications by using the unsubscribe function in the message, replying with an opt-out request where available, or contacting us directly. Service, account, invoice, support and legal notices may still be sent where necessary.

11.6 We aim to action reasonable access, correction, deletion and marketing opt-out requests within a reasonable time.

Section 12 - Complaints, Contact & Updates

12.1 Privacy questions, requests and complaints should be sent to hello@5startradie.com.au or raised by phone on 0412 171 950.

12.2 If making a complaint, please include enough detail for us to understand the issue, investigate it and respond. We may ask for further information or identity verification before responding.

12.3 We will aim to respond to privacy complaints within a reasonable time. If a person is not satisfied with our response, they may be able to contact the Office of the Australian Information Commissioner, depending on the nature of the complaint and whether the Privacy Act applies.

12.4 We may update this Privacy Policy from time to time to reflect changes to our services, website, technology stack, legal obligations or business operations. The latest version will be published on our website.

12.5 Continued use of our website or services after an updated Privacy Policy is published indicates acceptance of the updated policy, to the extent permitted by law.

Appendix A - Website Cookie Banner Setup

This appendix is practical implementation wording for the website. It can be used by the developer when adding a cookie banner and consent settings.

Cookie type	Recommended setting
Necessary cookies	Always on. Used for the website to function, remember cookie choices, support forms, reduce spam and maintain security.
Analytics cookies	Optional. Load only after the user accepts analytics cookies or accepts all cookies.
Marketing cookies / pixels	Optional. Load only after the user accepts marketing cookies or accepts all cookies.
Default state	Necessary only. Non-essential analytics and marketing tracking should wait until consent is given.
Consent record	Store the user's cookie preference for a reasonable period, such as 6 to 12 months, unless the user clears cookies or changes settings.

Cookie banner wording

Banner text: We use cookies to make this site work, understand how people use it, and improve our marketing. You can accept all cookies, reject non-essential cookies, or manage your preferences. See our Privacy Policy for more information.

Recommended buttons:

- Accept All
- Reject Non-Essential
- Manage Preferences

Manage preferences wording

- Necessary cookies - Always on. Needed for website function, security, forms and remembering your cookie choice.
- Analytics cookies - Help us understand website traffic, pages viewed and how people use the site.
- Marketing cookies - Help us measure advertising, improve campaigns and show more relevant ads.

Form consent wording

Recommended enquiry-form text: By submitting this form, you agree that 5 Star Tradie may contact you about your enquiry and handle your information in accordance with the Privacy Policy.

Optional marketing checkbox: Send me occasional updates, tips and offers by email or SMS. I can unsubscribe at any time.

Developer implementation rules

- Load only strictly necessary scripts before consent.
- Do not load Google Analytics, Google Ads remarketing, Meta Pixel or other marketing pixels until the user accepts the relevant category.
- Make the Privacy Policy link visible in the footer and in the cookie banner.
- Keep the banner small and clear, preferably fixed at the bottom of the page.
- Respect Reject Non-Essential. Do not treat closing the banner as acceptance.
- Let users reopen preferences from a Cookie Settings link in the footer.