

Privacy Policy – Optimax Ortho Pty Ltd

Last updated: 11/04/2026

1. Introduction

Optimax Ortho Pty Ltd ABN 72 672 378 308 (“we”, “us”, “our”) is committed to protecting your personal privacy. This Privacy Policy (“Policy”) explains how we collect, store, use and disclose your personal information in accordance with the Privacy Act 1988 (Cth) and all applicable privacy laws (“Privacy Laws”).

By using our website, purchasing orthodontic products from us, or otherwise providing your personal information, you agree to the terms of this Policy. You may withdraw your consent at any time.

2. Information We Collect

To supply orthodontic products and related services, we may collect personal information about you. If you do not provide requested information, we may be unable to supply certain products or services.

The types of information we collect may include:

Personal Information

- Name
- Billing and shipping address
- Email address
- Telephone number
- Account login details
- Purchase history
- Communication preferences

Payment Information

- Credit or debit card details (processed securely; we do not store full card numbers)

Technical Information

- IP address
- Device information
- Browser type
- Geolocation data
- Website usage data

Sensitive Information

We do not normally collect sensitive information (as defined under the Privacy Act). If we do, we will only collect it with your consent or as permitted by law.

3. How We Collect Personal Information

We may collect personal information:

- Directly from you (online, in writing, by phone, or in person)
- When you place an order
- When you create an account on our website
- When you contact us for support or product enquiries
- Through cookies and website analytics tools

We may also collect information from publicly available sources where permitted by law.

4. How We Store Personal Information

We take reasonable steps to protect your personal information from loss, misuse, unauthorised access, modification or disclosure.

Any personal information you provide to us is stored on secure servers. Access to personal information is limited to those of our personnel who specifically need it to carry out their business responsibilities.

We maintain physical, electronic and administrative safeguards. You are responsible for maintaining the confidentiality of your website login credentials.

5. Purpose of Collection

We collect personal information so we can:

- Supply orthodontic products
- Process orders, payments and deliveries
- Provide customer support
- Meet our legal and regulatory obligations
- Improve our products, services and website
- Inform you about products, promotions or updates
- Manage your account and communication preferences
- Conduct internal administration, quality assurance and complaint handling

6. Use and Disclosure of Personal Information

We use and disclose personal information for the purposes listed above and for related secondary purposes.

We may disclose personal information to:

- Delivery and logistics providers
- Payment processors
- IT service providers and website hosting companies
- Professional advisers (e.g., lawyers, accountants)
- Insurers

- Our related entities
- Any party where disclosure is required or authorised by law

We will not use or disclose your personal information to a third party unless the disclosure is permitted, required or authorised by or under law.

We require third-party service providers to use personal information only for the purpose for which it was provided.

7. Marketing

If you consent, we may use your personal information to send you information about new products, promotions or updates. You may opt out at any time by contacting us or using the unsubscribe option in our communications.

We do not disclose personal information to third parties for their own marketing purposes unless you expressly consent.

8. Access to Personal Information

You may request access to the personal information we hold about you. We may charge a reasonable fee for processing your request.

We may refuse access where:

- It would impact the privacy of others
- The request is frivolous or vexatious
- Legal proceedings exist or are anticipated
- Access is otherwise permitted to be refused under law

If we refuse access, we will provide reasons. We will respond within 30 days.

9. Quality & Correction

We take reasonable steps to ensure the information we hold is accurate, complete and up-to-date. If you believe your information is incorrect, you may request a correction. We will respond within 30 days.

10. Website & Cookies

We may use cookies or similar technologies to improve website functionality and user experience.

We do not use cookies to track your internet activity before or after you leave our website. No other business has access to our cookies.

Service providers may place cookies on our website to collect information as part of the services they provide to us. You may disable cookies in your browser settings, but this may affect website functionality.

11. Changes to This Privacy Policy

We may update this Policy from time to time. Updated versions will be posted on our website. If changes materially affect how we use your personal information, we will notify you by email where possible.

12. Complaints

If you believe we have breached the Privacy Act or this Policy, please contact us. We will:

- Listen to your concerns
- Discuss ways to resolve the issue
- Implement corrective actions where appropriate

We will respond to your complaints within a reasonable time.

If you are not satisfied, you may contact the Office of the Australian Information Commissioner (OAIC).

13. Disclosure to Overseas Recipients

We are not likely to disclose your personal information to overseas recipients unless required for service delivery or permitted by law.

14. Contact Us

If you have questions about this Policy or wish to make a privacy request, contact us at kris@optimaxortho.com.au with the subject line [Your Business Name] – Privacy. We will endeavour to respond to your concerns as quickly as possible.