



## Privacy Policy

I am an Australian-based sole trader operating under the business names of Well Writ and Billycan Press. I offer editing, writing, publishing and training services to clients around the world.

This policy explains how I protect and make use of the information you give to me. Any information you provide to me will only be used in ways described in this policy.

This policy was last updated on 18 September 2020.

### Reasons why I collect data from you

I collect and use information provided by you in order to:

- provide you with information about my business, for example, to provide you with a Schedule of Work or quote
- allow me to contact you before, during and after performing Services
- enable me to contact you about services that you provide or provided
- enable functions on my websites, for example, the contact forms
- enable functions in third-party applications that I use to perform my business, for example, cloud-based accounting and word processing software, payment methods and data backup.

### Information that I collect from you

I collect and use the following information:

- your name and title
- business name
- business addresses (postal and street addresses)
- email address
- business website and social media handles
- business telephone number
- Australian Business Number (ABN) or Australian Company Number (ACN)
- information relevant to performing Services, such as word count and type of project, and related files.

### How I use this data

I use the data that I collect from you:

- for my internal accounting processes so that I can provide you with a Schedule of Work, and invoice you, and so that I am compliant with relevant taxation laws in my accounting practices
- to contact you in relation to future, ongoing or past work; to respond to your queries; and to keep you up to date with new services, availability and other relevant information about my business
- to enable functions on my website, such as the contact form
- to pay you for goods and services you have provided to me
- to record your agreement of the terms and conditions of my Services
- to record your consent in allowing me to collect your personal data.

### How I use cookies

My website collects this data when accessed:

- IP address
- state and country where you are located
- browser and operating system
- source of visit, which can be by directly typing in my website URL, using a search engine or accessing my website via one of my editor directory listings.

I use cookies for web analytics for:

- Google Analytics
- Squarespace Analytics.

Cookies do not give me access to your computer and only provide me with information that you elect to share with me via your web browser's cookie settings.

## How I collect your personal data

I collect and store your information using the following:

- the contact forms on my websites
- the purchase information provided by PayPal when you purchase a book from my website or elect to pay me for my editorial services using PayPal
- emails
- telephone or Skype.

I do not lease, distribute or sell your information to third parties unless I am required to do so by law. You may ask me what personal information I have about you or ask me to amend or remove your data at any time.

## How I store your personal data

The information that I collect is stored on the following:

- **Contacts, Mail and Outlook** These are my internal email and contacts systems for my password-protected PC and Mac computers.
- **Microsoft 365** This is the cloud-based productivity system from Microsoft that allows me to use Office programs such as Microsoft Word and Microsoft Excel. The [Microsoft privacy policy](#) can be accessed via their website.
- **G Suite** This is a cloud-based system I use for emails and contacts, and for other productivity and collaboration functions. The [Google privacy policy](#) can be accessed via their website. In addition, there is a website with [security and privacy information specific to G Suite](#), which can be found via another Google website.
- **Backblaze** This is a cloud-based business data back-up system that I use to store and retrieve computer files in the event of data loss. The [Backblaze privacy policy](#) can be accessed via their website.
- **PayPal** This is the online payment service I use for book sales. You may also elect to pay for my Services through PayPal instead of via direct bank transfer. PayPal is a password-protected service. The [PayPal privacy policy](#) can be accessed via their website.
- **Xero** This is the password-protected cloud-based accounting service I use to prepare Schedules of Works, quotes and invoicing for my Services. The [Xero privacy notice](#) can be accessed via their website.
- **Internode** This is the Australian-based password-protected internet service provider (ISP) that I use for my internet and email services. The [Internode privacy statement](#) can be accessed via their website.
- **Squarespace** This is the US-based password-protected website provider that I use to host my websites. The [Squarespace privacy policy](#) can be accessed via their website.
- **Voiden** This is the password-protected domain registration service I use for registration of my websites. The [Voiden privacy policy](#) can be accessed via their website.

- **Apple iCloud** My contacts are backed up to my password-protected Apple iCloud account. The [Apple privacy policy](#) can be accessed via their website.
- **My computers, external hard drives and mobile devices** All project-related files and data are stored on my password-protected work computers. I regularly back up these computers to password-protected external hard drives, which are stored in secure locations. I have taken steps to protect the security of information stored on my mobile devices, such as my mobile phone. I have a security procedure in place to irretrievably delete data from all old computers and devices before disposing of them.

I may, with your explicit written permission, also use one of the following password-protected cloud-based file management systems to enable transfer of your files.

- **Dropbox** The [Dropbox privacy policy](#) can be accessed via their website.
- **Google Drive** The [Google Drive privacy policy](#) can be accessed via their website.
- **We Transfer** The [We Transfer privacy policy](#) can be accessed via their website.
- **Other** password-protected cloud-based file management systems requested by you as my Client.

If I purchase a good or service from you, and I pay via direct bank transfer, then my bank will then store your banking details. The [Commonwealth Bank privacy policy](#) can be accessed via their website.

### How long I store your personal data for

The information that I collect is stored indefinitely unless I am specifically requested by you to delete the data.

- The Australian Tax Office (ATO) requires me to keep records for '5 years after they are prepared, obtained or the transactions completed, whichever occurs last' but I may need to keep records for longer that relate to later tax returns or amendments.
- The US Internal Revenue Service (IRS) requires me to keep records for '3 years from the date you filed your original return or 2 years from the date you paid the tax, whichever is later'.
- You may ask me what personal information I have about you or ask me to amend or remove your data at any time and I will do so as soon as practicable as long as I am still able to comply with the ATO and IRS legal requirements.

### Who I share your data with

I do not lease, distribute or sell your information to third parties unless I am required to do so by law.

### Contact

All new and existing clients are made aware of my Privacy Policy via links in my email signature and website. Any new or existing clients from GDPR-complaint countries may be specifically asked to provide consent to the Privacy Policy.

If you have any questions, or requests to delete or amend your data, please email me at [joely@wellwrit.com.au](mailto:joely@wellwrit.com.au) or write to Joely Taylor, Well Writ, PO Box 379, Camberwell, Vic., 3124 Australia.