

Privacy Policy – Pure Local Business Directory of Australia

Effective Date: 17 October 2025 | Version 1.1

1. Introduction

Pure Local Business Directory of Australia (“Pure Local”, “we”, “our”, “us”) respects your privacy and is committed to handling your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit or use our website at www.purelocal.com.au (“Website”).

2. Information We Collect

We collect personal and non-personal information in the following ways:

- Information you provide – when creating or claiming a business listing, submitting a review, or contacting us (e.g., name, business name, contact details).
- Publicly available business data – from official or open sources to include verified company details.
- User-generated content – including reviews, photos, and comments submitted for publication.
- Technical and usage data – such as your IP address, device type, browser, and pages visited (via cookies or server logs).
- Support correspondence – when you email or contact us for help or verification.

3. Purpose of Collection

We collect information to:

- Operate and manage the Pure Local Business Directory;
- Verify businesses and prevent fraudulent or misleading listings;
- Publish and display genuine reviews and verified business profiles;
- Respond to inquiries and provide customer support;
- Comply with Australian laws, including the Competition and Consumer Act 2010;
- Improve website performance, security, and user experience.

4. Legal Basis for Handling Information

We rely on one or more of the following legal bases:

- Consent – when you voluntarily submit a review or business listing.
- Legitimate business interests – maintaining a trustworthy public directory.
- Legal compliance – when required by law or to enforce our Directory Guidelines.

5. Cookies and Tracking

Our Website uses cookies to improve functionality and analyse traffic. Cookies help remember preferences and understand visitor usage. You may disable cookies in your browser, but some features may not function properly. No tracking is used for advertising or profiling purposes.

6. Public Business Listings and Reviews

Information submitted in reviews or listings may appear publicly on our Website. Please do not include personal details you do not wish to share publicly. All submissions are manually screened by our editorial team to ensure compliance with our Directory Guidelines.

7. Disclosure of Information

We may share information with:

- Service providers assisting in website hosting, backup, or security operations;
- Law enforcement or regulators where legally required;
- Other parties when necessary to prevent fraud or enforce legal rights.

We do not sell, rent, or trade personal information.

8. Data Retention and Security

We retain personal information for as long as necessary to fulfil the purposes above or to comply with legal obligations. All information is stored securely using encrypted connections and restricted access. While we take reasonable precautions, no online system is completely secure, and data transmission is at your own risk.

9. International Data Transfers

If our hosting or data storage providers operate outside Australia, we ensure that equivalent data protection measures are in place consistent with the Australian Privacy Principles.

10. Access, Correction, and Complaints

You may request access to or correction of your personal information by contacting us at support@purelocal.com.au. If you believe we have breached the Australian Privacy Principles, you may contact us directly, and if unresolved, lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

11. Children's Privacy

Pure Local's services are intended for users aged 18 and over. We do not knowingly collect or publish information from minors.

12. Contact Details

Pure Local Business Directory of Australia
Suite 45642
3/2237 Gold Coast Highway
Mermaid Beach 4218, Queensland, Australia
Email: support@purelocal.com.au

13. Updates to This Policy

We may update this Privacy Policy periodically. The most current version will always be available on our Website. Continued use of our services indicates acceptance of the updated terms.