

# Website Privacy Policy

**Effective Date:** 22 July 2025

This Privacy Policy explains how Soopa Systems Limited ("Soopa", "we", "our", or "us") collects, uses, and protects personal information from visitors to our public website at <https://soopa.co> (the "Website").

**IMPORTANT:** This Website Privacy Policy applies only to this informational website – not to the **Soopa application** or any customer data processed as part of our software platform. If you are a customer or user of the Soopa application, please refer to the (application) **Terms of Use** and associated **Order Form** for the relevant privacy considerations and commitments. You can request a copy of these by contacting [support@soopa.co](mailto:support@soopa.co).

## 1. Information we collect

When you visit our Website, we may collect:

### 1.1 Information you voluntarily provide:

- Contact details (like your name and email address) when you submit a contact form, register interest, or email us directly.
- Any other information you choose to share with us via forms or communications.

### 1.2 Information we collect automatically:

- Usage data, such as pages visited, time spent on the site, and referring URLs.
- Technical data, such as your IP address, browser type, device information, and operating system.

We collect this information using tools such as cookies, analytics services, and server logs.

## 2. How we use your information

We use your personal information to:

- Respond to enquiries or requests submitted via the Website.
- Monitor, analyse, and improve our Website and services.
- Understand how people find and interact with our site.
- Maintain the security and integrity of the Website.
- Communicate with you if you've requested information or updates.

We do **not** use your information for advertising or sell it to third parties.

## 3. Cookies and analytics

We use cookies and similar technologies to understand how visitors use our Website. This includes third-party services such as Google Analytics: to collect anonymised traffic data and site usage patterns.

You can manage or disable cookies through your browser settings. However, this may affect your experience on the Website.

#### 4. Sharing your information

We do not sell or rent your personal information. We may share it only in limited situations, such as:

- With trusted service providers who help us operate the Website (e.g. hosting, analytics), under appropriate confidentiality agreements.
- If required by law or legal process, or to protect our legal rights.

#### 5. How we store and protect your information

We store website data in secure environments with appropriate technical and organisational measures to prevent unauthorised access, loss, or misuse.

Information collected via this Website may be stored on servers located in New Zealand, Australia, or other countries where our providers operate. By using the Website, you consent to this transfer.

#### 6. Your rights

You have the right to:

- Request access to any personal information we hold about you.
- Ask us to correct or delete that information.
- Withdraw your consent to receiving any marketing or updates from us (if applicable).

To make a request, email [support@soopa.co](mailto:support@soopa.co).

#### 7. Links to other sites

Our Website may contain links to third-party websites. We are not responsible for their privacy practices. We encourage you to read the privacy policies of any site you visit.

#### 8. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will always be available on this page, with the effective date noted at the top.



#### Questions?

For questions about this Privacy Policy or how we handle your data, please contact:

**Soopa Systems Limited**

[support@soopa.co](mailto:support@soopa.co)