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Data and Privacy Policy

Who we are

Baby Sign website address is: babysignlanguageclasses.com.au

Our ABN is 12 540 280 846

What personal data we collect and why we collect it

Contact forms

We collect information you provide to us directly through our contact forms, in order to fulfill your enquiries with us. Without this information we cannot provide our services.

Third Parties

We use Brevo, Google Analytics, Meta (Facebook and Instagram) for communication, reporting, analytics and service enhancement purposes. If you receive newsletters and promotional material you can opt out by clicking the 'unsubscribe' prompt in your mail client at any time.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Analytics

Baby Sign uses Google Analytics to collect traffic data to help us learn how to improve our website to deliver a better quality service to you. The traffic data from Google Analytics is stored on Google servers and Google is subject to US law.

The information that Google Analytics provides will not enable us to identify you personally. To see what data is collected, read the Google Analytics privacy policy. The information that we are able to

view, helps us to create content that is more suited to you. Google Analytics Demographic and Interest reporting helps to show us your estimated age, gender and interest categories. This information is calculated by Google based on any Google accounts you may have (for example, YouTube) and any browsing on third party websites that use the DoubleClick cookie. The data shared by Google Analytics ensures that we cannot identify your demographics and interests on an individual basis.

Baby Sign also uses the Google Analytics UserID feature. If you choose to identify yourself (for example, by registering on our website), it shows us when you visit our website again and which type of device you are using to visit our website. It will also show some internal customer information, but this will not be personally identifiable information, meaning that your private information (such as your name, phone number and email address) are not stored on Google servers. This information is stored on our internal database as an anonymised link to these records. We follow Google's privacy requirements for UserID, including dissociating your UserID from future browsing, if you choose to log out.

Occasionally, Baby Sign will use Google remarketing and interest-based advertising to deliver advertisements (using Google and third party vendors) based on your demographics and your behaviour on our website. This will not be based on any personally-identifiable information (or any sensitive information) nor will it be used to target any advertisements to a particular person as stated in Google's policy for advertising based on interests and location. Any advertising or remarketing lists you may belong to are also subject to Google's privacy thresholds.

If you do not wish Google Analytics to share this information with us:

Clearing your browser cookies will remove yourself from a remarketing list and will dissociate your UserID from future browsing.

If you do not want to be part of Google's remarketing lists and demographic and interest-based classification, visit Google's Ad Settings

If you do not want Google Analytics to use your data for this website, you can refuse or clear the relevant first party cookies associated with this website.

To completely opt out of your usage data being reported in Google Analytics for any website, install Google's official opt-out browser add-on

Meta

Occasionally, Baby Sign will use Meta to deliver advertisements (using Facebook, Instagram and third party vendors) based on your behaviour on this website. This will not be directed to you personally as we cannot show you advertisements based on any personally-identifiable information (or any sensitive information). If you submit your information for us to enable us to send you newsletters, we may also use this to direct advertisements to you. Any advertising or remarketing lists you may belong to are also subject to Meta's ad policies. This information is stored on Meta's servers (whether in the US or elsewhere) and Meta is subject to US law. To opt out of this advertising, visit aboutads.info/choices/.

What rights you have over your data

If you have provided your information on this site, you can request to receive an exported file of the personal data we hold about you. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Additional information

How we protect your data

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilization of encryption where appropriate. Our website carries an SSL certificate to offer a high level of protection.

For any further information about Baby Sign's data and privacy policy, please contact us at learn@babysign.com.au