KamplifyAI
Smarter business, automated

Privacy Policy

How Kamplify AI collects, uses, shares and protects personal information

Business	Kamplify AI
ABN	41331054547
Privacy contact	info@kamplifyai.com
Website	www.kamplifyai.com
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Privacy at a glance

This summary is a guide only. The full policy below applies.

Who we are	Kamplify AI supplies AI receptionist and business automation services to Australian businesses.
What we collect	Contact and business details, enquiries, billing details and website usage data. For our clients, we also handle details of their callers, including call recordings and transcripts.
Why	To provide and support our services, reply to you, invoice and be paid, improve our services and meet our legal obligations.
Who sees it	Our technology and service providers, our clients (for their own callers' information) and our advisers. We do not sell personal information.
Overseas	Some of our providers may handle information outside Australia (section 8).
Your choices	You can ask to see or correct your information, make a complaint or opt out of marketing (sections 10, 13 and 14).

1. About this policy

This Privacy Policy explains how Kamplify AI (**we**, **us**, **our**) collects, uses, discloses and protects personal information. We handle personal information in line with the Privacy Act 1988 (Cth) and the Australian Privacy Principles. Even where the law may not require us to, we follow those principles as a matter of good practice.

We handle personal information in two different ways, and this policy covers both:

- **Our own information.** This is information about visitors to our website, people who enquire about our services, and our clients and their staff. We decide how this information is used.
- **Information about our clients' callers.** When our AI receptionist answers calls for a client, we handle information about those callers on the client's behalf. The client decides why the information

is collected and is responsible for telling its callers about it. We handle it as set out in our agreement with the client and in this policy.

Our Master Services Terms set out in more detail how we handle client data.

2. What personal information we collect

The personal information we collect depends on how you deal with us.

Website visitors and enquiries. Your name, email address, phone number, business name and the contents of your message. We also collect technical information such as your IP address, browser type, device type, the pages you visit and how you found our site.

Clients and prospects. Contact details for you and your staff, your role, your business name and ABN, billing and payment details (such as bank account details for refunds), records of our communications, and information about how your business operates that you give us to set up the services. We do not store full payment card numbers; card payments are handled by our payment provider.

Callers to our clients' AI receptionist. Details a caller gives or that are generated during a call, such as their name, phone number, the reason for the call, their message, appointment details, and any other information they choose to share. We also hold call recordings, transcripts and call summaries.

Sensitive information. We do not ask callers for sensitive information such as health information, and our clients should not ask us to configure the agent to collect it unless we have agreed this in writing. Callers may nevertheless mention sensitive details voluntarily. Where that happens we handle it with extra care and only to provide the service to the client.

3. How we collect personal information

- Directly from you, through our website forms, email, phone calls, meetings and when you accept a quote.
- Automatically, through cookies and similar technologies when you visit our website (see section 9).
- From our clients, when they give us their scripts, FAQs, customer information and system access so we can set up and run the services.
- Through calls answered by our AI receptionist on behalf of a client.
- From third parties, such as our payment provider, and from public sources such as the Australian Business Register.

4. Why we collect, use and share personal information

We use personal information to:

- provide, manage, support and improve our services, including answering calls, taking messages, booking appointments and sending summaries to our clients;
- respond to your enquiries and prepare quotes;
- invoice, collect payment and keep business and tax records;
- keep our systems secure and prevent misuse or fraud;
- meet our legal obligations and respond to lawful requests from regulators and courts; and
- send you information about our services, where you have agreed or the law allows (see section 10).

For information about our clients' callers, we use it only to provide the services to the client, as the client reasonably instructs, or as the law requires. We may also use anonymised, aggregated information that does not identify you or your callers to understand how our services perform and to improve them. We do not sell personal information.

5. How we use AI

Our AI receptionist uses speech recognition and AI language models to listen to callers, respond, take messages and prepare call summaries. The agent tells callers that they are speaking with an AI assistant.

The agent follows information and instructions our clients provide. It is not designed to make decisions that significantly affect a person's legal rights or access to services without human involvement. Our clients, or we on their behalf, review messages and take any follow-up action.

We do not use personal information from calls to train our own AI models. We take reasonable steps to use technology providers whose terms do not allow them to use client data to train their own general-purpose models, and we will tell our clients if we become aware that this changes.

6. Call recording and transcripts

Calls answered by our AI receptionist may be recorded and transcribed. By default, the agent tells callers at the start of the call that they are speaking with an AI assistant and that the call may be recorded. Our clients are responsible for deciding whether calls are recorded and for meeting any legal requirements that apply to their business.

Unless an agreement with a client says otherwise, we keep recordings and transcripts for up to [90] days and then delete them. Call summaries and messages that we send to a client are kept by that client under its own privacy practices.

If you are a caller and want to ask about your call, please contact the business you called. You can also contact us and we will help.

7. Who we share personal information with

We share personal information only as needed and with the following kinds of recipients:

- **Technology and service providers** that help us supply the services, such as voice AI platforms, telephony and phone number providers, AI language model providers, email and SMS services, scheduling and booking software, cloud hosting, website and analytics providers, customer relationship management tools, payment providers and accounting software. We require them, by contract or their standard terms, to protect the information. A list of the categories we use, and the names of providers on request, is available.
- **Our clients**, in the case of information about their own callers.
- **Professional advisers**, such as our accountant, lawyers and insurers.
- **Regulators, courts and law enforcement**, where the law requires or permits.
- **A buyer or successor**, if our business is sold or restructured, on the basis that they continue to protect the information.

We do not sell personal information.

8. Sending information overseas

Some of our technology providers store or process information outside Australia, including in [the United States and other countries]. Before we disclose personal information to an overseas provider, we take reasonable steps to make sure it will protect the information in a way that is consistent with the Australian Privacy Principles, usually through our agreements with them or their published terms. A current list of the countries involved is available on request.

9. Cookies, website analytics and links

Our website uses cookies and similar technologies to make the site work. Cookies are small files stored on your device. You can control or delete cookies in your browser settings, but parts of the site may not work as well if you block them.

Our website may link to other websites. We are not responsible for their privacy practices, so please read their privacy policies.

10. Marketing

We may send you information about our services if you have asked us to, if you are an existing client, or where the law otherwise allows. Our messages include a way to opt out. You can also tell us at any time that you do not want to receive marketing, and we will stop. We comply with the Spam Act 2003 (Cth) and the Do Not Call Register Act 2006 (Cth).

11. Keeping information secure

We take reasonable steps to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure. These steps include encryption of information in transit, access controls, multi-factor authentication, using a password manager, limiting access to people who need it, and choosing providers with appropriate security. No method of transmission or storage is completely secure, so we cannot guarantee absolute security.

If we suspect an eligible data breach, we will assess it promptly. Where required under the Notifiable Data Breaches scheme, we will notify affected individuals and the Office of the Australian Information Commissioner. Where we hold information on behalf of a client, we will tell the client without unreasonable delay, and within 72 hours of becoming aware of the breach, so it can meet its own obligations.

12. How long we keep information

We keep personal information only for as long as we need it for the purposes in section 4 or as the law requires. For example, we keep financial and tax records for at least 5 years. Call recordings and transcripts are kept as set out in section 6. When we no longer need personal information, we delete it or de-identify it, except where it sits in routine backups until they are overwritten.

13. Accessing and correcting your information

You can ask us for access to the personal information we hold about you, and you can ask us to correct it if it is inaccurate, out of date or incomplete. Please email info@kamplifyai.com. We may need to confirm your identity first. We will aim to respond within 30 days. If we cannot give you access or make a correction, we will tell you why in writing and explain how you can complain.

If your information was collected during a call to one of our clients, we may direct your request to that client, because they decide how that information is used. We will help them respond.

14. Complaints

If you think we have breached your privacy, please email info@kamplifyai.com with the details. We will aim to acknowledge your complaint within 2 business days and respond within 10 business days.

If you are not satisfied with our response, you can contact the Office of the Australian Information Commissioner at www.oaic.gov.au.

15. Anonymity, children and changes to this policy

Anonymity. Where it is practical, you can deal with us anonymously or under a pseudonym, for example when making a general enquiry. We cannot do this where we need to identify you to provide services or issue an invoice.

Children. Our services are for businesses and are not aimed at children. We do not knowingly collect personal information from children through our website.

Changes. We may update this policy from time to time. The current version, with its effective date, is always on our website. If we make a significant change, we will tell our clients by email.

16. Contact us

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