

Privacy Policy

Effective Date: 5 June 2026

Welcome to Rately.

Rately provides NFC-enabled review collection products and software services designed to help businesses collect customer feedback and manage their online reputation.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information when you use our website, products, services, portal and review platform.

By using Rately, you agree to this Privacy Policy.

1. Information We Collect

Business Account Information

When a business signs up for Rately, we may collect:

- Business name
- Contact name
- Email address
- Phone number
- Billing information
- Google Review link
- Business branding assets (such as logos)

Customer Feedback Information

When customers interact with a Rately NFC device or review page, we may collect:

- Star rating submitted
- Written feedback
- Optional customer email address
- Device/browser information
- IP address
- Date and time of submission

Technical Information

We may automatically collect:

- Browser type
- Operating system
- Device information
- Usage analytics
- Website interaction data

2. How We Use Information

We use collected information to:

- Provide and operate the Rately platform
- Deliver private feedback to business owners
- Process subscriptions and payments
- Improve our services
- Provide support
- Monitor platform performance and security
- Communicate important updates
- Prevent fraud or misuse

3. Customer Feedback & Google Reviews

Rately provides businesses with tools to collect customer feedback and facilitate review requests.

Private feedback submitted through Rately may be visible to the relevant business owner through their dashboard or email notifications.

Rately does not control or guarantee whether customers choose to leave public Google reviews.

4. Sharing of Information

We do not sell personal information.

We may share information with:

- Payment providers
- Hosting providers
- Email service providers
- Analytics providers
- Automation platforms
- Legal authorities where required by law

5. Data Storage & Security

We implement reasonable technical and organisational measures to protect data from:

- Unauthorised access
- Loss
- Misuse
- Disclosure
- Alteration

However, no online platform can guarantee absolute security.

6. Data Retention

We retain information only as long as reasonably necessary for:

- Operating the platform
- Providing services
- Legal compliance
- Dispute resolution

Businesses may request deletion of their account and associated data by contacting us.

7. Cookies & Analytics

Rately may use cookies and analytics technologies to:

- Improve user experience
- Measure website performance
- Understand usage trends
- Maintain platform functionality

Users may disable cookies through browser settings.

8. Third-Party Services

Our platform may integrate with third-party services including:

- Google
- Stripe
- Analytics providers
- Automation services

We are not responsible for third-party privacy practices.

9. International Data Transfers

Your information may be processed or stored outside Australia using cloud-based infrastructure providers.

By using Rately, you consent to these transfers where necessary to provide our services.

10. Your Rights

Depending on applicable laws, you may request:

- Access to personal information
- Correction of inaccurate information
- Deletion of information
- Withdrawal of consent

Requests may be submitted to:
info@rately.com.au

11. Children's Privacy

Rately is not intended for individuals under 18 years of age.

12. Changes to This Policy

We may update this Privacy Policy periodically.

Updated versions will be posted on our website with a revised effective date.

13. Contact Us

Rately
info@rately.com.au
Australia