

Privacy Policy

Laura Frank | Last updated: 14 May 2026

Welcome to the Laura Frank website. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, sign up to our mailing list, or interact with our digital content and advertising.

By using this website, you consent to the data practices described in this policy.

1. Who We Are

This website is operated by Laura Frank ("we", "us", or "our"). If you have any questions about this Privacy Policy or how your data is used, please contact us at:

hello@laurafrank.com.au

<https://www.laurafrank.com.au>

2. What Information We Collect

2.1 Information You Provide

We may collect personal information that you voluntarily provide, including:

- Your name and email address when you subscribe to our mailing list or newsletter
- Any information you submit through contact forms or enquiry forms
- Responses to surveys or feedback forms

2.2 Information Collected Automatically

When you visit our website, certain information is collected automatically, including:

- Your IP address and general location
- Browser type and version
- Pages visited and time spent on the site
- Referring website or source
- Device type and operating system
- Cookies and similar tracking technologies (see Section 5)

3. How We Use Your Information

We use the information we collect for the following purposes:

3.1 Email Marketing

If you subscribe to our mailing list, we will use your email address and name to:

- Send you newsletters, updates, and promotional content

- Notify you of new content, offers, products, or events
- Communicate with you about topics relevant to our services

You can unsubscribe at any time by clicking the unsubscribe link in any email we send, or by contacting us directly. We use a third-party email marketing platform (such as Mailchimp, Klaviyo, or similar) to manage and send emails.

3.2 Digital Advertising & Retargeting

We use digital advertising tools and pixel tracking to run targeted and retargeted advertising campaigns. This means:

- We may serve you advertisements on platforms such as Meta (Facebook/Instagram), Google, TikTok, Pinterest, and others, based on your visit to our website
- We use tracking pixels (including the Meta Pixel, Google Ads tag, and similar tools) to build custom and lookalike audiences for advertising
- We may use your data to show you relevant ads after you leave our website (remarketing/retargeting)
- We may share anonymised or hashed audience data with advertising platforms to improve ad targeting

You can opt out of interest-based advertising through your browser settings, or via platform-specific opt-out tools such as the Google Ads Settings page or Meta Ad Preferences.

3.3 Analytics & Website Improvement

We use analytics tools such as Google Analytics to understand how visitors use our website. This helps us improve the user experience and content. Data collected is aggregated and does not personally identify you.

4. Legal Basis for Processing (GDPR & Australian Privacy Act)

We process your data on the following legal grounds:

- Consent: where you have given clear consent (e.g. subscribing to our mailing list)
- Legitimate interests: where we have a legitimate business interest, such as improving our website and running advertising, provided this does not override your rights
- Legal obligation: where we are required to process data to comply with the law

Under the Australian Privacy Act 1988 and, where applicable, the EU General Data Protection Regulation (GDPR), you have rights in relation to your personal data (see Section 7).

5. Cookies & Tracking Technologies

Our website uses cookies and similar tracking technologies. These include:

- Essential cookies: required for the website to function properly
- Analytics cookies: used to collect anonymous information about how the site is used
- Advertising/targeting cookies: used by platforms like Meta and Google to serve you relevant ads and measure ad performance

You can manage or disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of the website.

6. Sharing Your Information

We do not sell your personal information. We may share your data with trusted third parties in the following circumstances:

- Email marketing platforms (e.g. Mailchimp, Klaviyo) to manage subscriber lists and send emails
- Advertising platforms (e.g. Meta, Google, TikTok) for the purpose of retargeting and lookalike audience advertising
- Analytics providers (e.g. Google Analytics) to help us understand website usage
- Website hosting and technology providers who support the operation of our site
- Legal authorities, if required by law or to protect our rights

All third-party providers are required to handle your data in accordance with applicable privacy laws and their own privacy policies.

7. Your Rights

Depending on your location, you may have the following rights regarding your personal information:

- The right to access the personal information we hold about you
- The right to request correction of inaccurate or incomplete information
- The right to request deletion of your personal data
- The right to withdraw consent at any time (including unsubscribing from emails)
- The right to object to or restrict certain processing of your data
- The right to data portability (where applicable under GDPR)
- The right to lodge a complaint with a supervisory authority

To exercise any of these rights, please contact us at the email address listed in Section 1.

8. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy, or as required by law. Email subscribers will remain on our list until they unsubscribe or request removal. Website analytics data is retained in line with the relevant platform's data retention settings.

9. Data Security

We take reasonable steps to protect your personal information from unauthorised access, disclosure, or misuse. This includes secure data storage, limited staff access, and the use of reputable third-party platforms with their own security measures. However, no method of transmission over the internet is completely secure.

10. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies separately.

11. Children's Privacy

Our website is not directed at children under the age of 13, and we do not knowingly collect personal information from children. If you believe a child has provided us with personal data, please contact us and we will take steps to delete it.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Last updated" date. We encourage you to review this policy periodically.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your data, please contact us at:

Laura Frank

hello@laurafrank.com.au

<https://www.laurafrank.com.au>