

Privacy Policy

Macey Holdings Pty Ltd (ACN 698 564 626, ABN 24 698 564 626), trading as MarketOnDemand — how we handle your personal information. Last updated 11 July 2026.

This policy explains how we collect, use, disclose and protect personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). We follow these standards as good practice even where we are not yet an APP entity by turnover.

Information we collect

- Identity and contact details — name, email, phone, business name and role.
- Information you give us for a project — your business concept, location, financials and any documents you share for a feasibility report or plan.
- Transaction details — invoices and payment records (card payments are handled by our third-party payment processor; we do not store full card numbers).
- Online data — messages you send us via LinkedIn, email or our website, and website usage data collected through cookies and analytics tools (see “Cookies and website analytics” below).

How and why we use it

- To provide, prepare and deliver our services and communicate with you about a project.
- To issue invoices and manage payment and our business records.
- To send you relevant marketing — only where you have consented or where permitted by law — with an easy way to opt out at any time.
- To improve our services. We may use de-identified, aggregated insights that do not identify you.

Cookies and website analytics

Our website uses cookies and similar technologies to understand how visitors use the site so we can improve it. We use:

- Google Analytics 4 (provided by Google) — measures page views, traffic sources and on-page actions such as button clicks and form starts, using cookies and a pseudonymous identifier. We do not send your name, email or other directly identifying information to Google.
- Microsoft Clarity (provided by Microsoft) — produces aggregated heatmaps and anonymised recordings of on-page interactions (clicks, scrolls and mouse movement) to show where the site can be improved; sensitive input fields are masked by default.

These providers may process data on servers located overseas (including the United States); where information is disclosed overseas we take reasonable steps consistent with APP 8. You can opt out by disabling cookies in your browser, using your browser's privacy / “Do Not Track” settings, or installing Google's Analytics opt-out browser add-on. See Google's and Microsoft's own privacy policies for further detail.

Disclosure of your information

We do not sell your personal information. We may disclose it to trusted service providers who help us operate (for example cloud hosting, email, document, analytics and payment providers) and to our professional advisers, all bound by confidentiality. Some providers may store data overseas; where they do, we take reasonable steps to ensure your information is handled consistently with the APPs (APP 8).

Direct marketing

Any commercial electronic messages we send comply with the Spam Act 2003 (Cth): we send them only with your consent (express or reasonably inferred), identify ourselves clearly, and include a working unsubscribe option that we action promptly. You can opt out at any time by replying or contacting us.

Storage, security and retention

We take reasonable steps to protect personal information from misuse, loss and unauthorised access, and we hold it only as long as needed for the purposes above or as required by law, after which we destroy or de-identify it.

Access, correction and complaints

You may ask for access to, or correction of, the personal information we hold about you (APP 12 and 13) by contacting us at alex@marketondemand.com.au. If you have a privacy complaint, contact us first and we will respond within a reasonable time. If

you are not satisfied, you may contact the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

Contact us

Macey Holdings Pty Ltd t/as MarketOnDemand — alex@marketondemand.com.au. We may update this policy from time to time; the current version is always the one we publish.

General template only, not legal advice. Have it reviewed by an Australian lawyer and confirm whether you are an APP entity before publishing.