

Little Owls Sleep Specialist Privacy Policy

1 – Your Privacy is Important to Us

1.1 - Little Owls Sleep Specialist respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and store your personal information, in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

1.2 – By accessing our services, website, or submitting your personal information, you consent to the practices described in this policy

2 – Obtaining Personal Details

2.1 – When working with booking and purchasing a service with us we may collect the following types of personal details and sensitive information;

2.1.1 – Full name of parent(s)/guardian(s)

2.1.2 – Child's Name, Date of birth, and relevant health and developmental information

2.1.3 – Contact details: Phone Number, Email Address, Home Address

2.1.4 – Details about your child's sleep routines, behaviours and challenges

2.1.5 – Billing Details

2.1.6 – Any other information you provide through intake forms and any form of communication (such as emails, messages, or calls).

2.1.7 – Website usage data via cookies or analytical tools

2.1.8 – Your card details are securely processed via stripe. We do not directly store full credit or debit card numbers on our servers.

3 – How Personal Data is Gathered

3.1 – Your personal data is collected in several ways;

3.1.1 – Completing an online form or questionnaire

3.1.2 – Making a booking or enquiry via our Website

3.1.3 – Communicating with us via email, phone, SMS, social media or Rested app

3.1.4 – Participation in consultation either online or in person

3.1.5 – Sign up for newsletters or resources

4 – Why your Data is Collected

4.1 – Your information may be collected and used for a variety of purposes;

4.1.1 – Provide tailored sleep support and guidance

4.1.2 – Communicate with you regarding appointments, plans and service updates

4.1.3 – Respond to your questions, feedback or concerns

4.1.4 – Manage bookings, payment and business administration

4.1.5 – Improve our services, content and client experience

4.1.6 – Send marketing communications (only with Client consent)

5 – Disclosure of Personal Data

5.1 – Little Owls Sleep Specialist respects your privacy and will never sell your personal information. However, we may disclose your information:

5.1.1 – To trusted Third – Party service providers such as email platforms, booking software, payment processors who assist in delivering our services. Such as;

5.1.1.1 – Payment processors (stripe)

5.1.1.2 – Email and communication platforms

5.1.1.3 – Website hosting or booking tools

5.1.1.4 – Sleep support platforms or communication tools such as Rested.

5.1.2 – When required by law or comply with a legal obligation

5.1.3 – With your explicit consent, for referrals or collaboration with other professionals such as paediatricians and lactation consultants.

5.2 – These providers are obligated to protect your data and may only use it in accordance with their own privacy policies and applicable data protection laws. You can review the Rested Privacy Policy at <https://www.restedapp.com/privacy>

5.3 – Use of the Rested App

5.3.1 – We may use the Rested App to collect or store information relevant to your child's sleep support. Any information you share through rested is subject to both this privacy policy and Rested's own Privacy Policy. We encourage you to review privacy terms to understand how your data is handled on their platform.

6 – Storing and Security of Client Information

6.1 – We take reasonable steps to ensure that your personal data is stored securely and protected from misuse, loss and unauthorised access. This is inclusive of;

6.1.1 – Using secure, password protected devices and platforms

6.1.2 – Storing digital files via encrypted, cloud based systems

6.1.3 – Regularly updating software and reviewing data protection practices

6.2 – Personal data is retained only for as long as necessary for our business purposes or as required by law, after which is securely destroyed or de-identified.

7 – Access and Correction to Client Personal Information

7.1 – The Client has the right to access the personal data we hold about you and to request corrective actions if information is incorrect, outdated or incomplete.

7.2 – Requests can be made via emailing hello@littleowlsleepspecialist.com where we will respond within a reasonable timeframe.

8 – International Data Transfers

8.1 – Some of the third party services we use such as stripe, may store or process your personal data outside of Australia.

8.1.1 – For more information, refer to Stripes Privacy Policy for more details:
www.stripe.com/privacy

9 – Safeguarding your personal data

9.1 – Little Owls Sleep Specialist takes security of your personal data seriously and implements measures such as;

9.1.1 – Secure cloud bases storage with encryption and access control

9.1.2 – Strong password protection and multi – factor authentication

9.1.3 – Access restricted only to authorised personnel

9.1.4 – Regular reviews of data protection and security practises

9.2 – While we take all reasonable steps, no method of electronic transmission or storage is 100% secure. You acknowledge that you provide personal data at your own risk.

10 – Accessing Person Data we Hold About You

10.1 – You have the right to request a copy of the personal data we hold about you. To access your personal data, please contact us at hello@littleowlssleepspecialist.com . We will verify your identity and respond within a reasonable timeframe, generally within 30 days.

11 – Data Subject to Rights

11.1 – The Australian Privacy Principles and in line with global best practises , you have the right to:

11.1.1 – Access information we hold about you

11.1.2 – Request corrections or updates to inaccurate information

11.1.3 – Withdraw consent where processing is based on consent

11.1.4 – Request deletion of data, subject to legal retention obligations

11.1.5 – Lodge a complaint with regulatory authority if you believe your privacy has been breached.

12 – Concerns Regarding Privacy

12.1 – If you have any questions, concerns or complaints about how we manage your personal data, please contact us at hello@littleowlssleepspecialist.com or the contact details below. We aim to respond promptly and resolve your concerns efficiently.

12.2 – Should you not be satisfied with our response, you are entitled to contact the Office of Australian Information Commissioner (OAIC) at www.oaic.gov.au .

13 – Amendments to Our Privacy Policy

13.1 – Little Owls Sleep Specialist may amend this Privacy Policy from time to time. When updates are made, we will revise the "Effective Date" at the bottom of this document and place the updated version on our website. Continued use of our services after any changes indicates your acceptance of the revised policy.

14 – Contact Information for Privacy inquires

Any and all questions or requests related to your personal information are to be made to:

Genna – Little Owls Sleep Specialist Founder and Infant & Child Sleep Consultant

Email: hello@littleowlssleepspecialist.com

Website: www.littleowlssleepspecialist.com

15 – Cookies

15.1 – Our website uses cookies to enhance your browsing experience and help us understand visitor behaviour.

15.2 – Cookies are small files stored on your device that collected anonymous data such as;

15.2.1 – Site usage statistics

15.2.2 – Device or browser type

15.2.3 – Time spent on pages

15.3 – You can manage your cookie preference via your browser settings. Please note that disabling cookies may affect your website experience.

15.4 – By continuing to use our website, you consent to our use of cookies as outlined in this section.

16 – Third Party Sites

16.1 – Our website may contain links to third – party websites, services, or platforms that aren't operated or controlled by Little Owls Sleep Specialist.

16.2 – Little Owls Sleep Specialist uses third – party platforms including payment gateways, communication tools (such as the Rested app) social media, external blogs or professional services.

16.3 – While we take care in selecting these resources, we are not responsible for the privacy practices, content or policies of these third – party sites. We encourage you to review the privacy policies of any external websites before providing them with your personal information.

17 – Effective Date

18th May 2025