

This Privacy Policy explains how our office, Elders Real Estate Laidley collects, uses, stores and protects personal information while providing real estate services. We are committed to complying with the Privacy Act 1988 and the Australian Privacy Principles (APPs).

We collect information that is reasonably necessary for our real estate activities. This may include:

- Name
- Contact Details (phone, email, address)
- Property preferences or enquiry details
- Information provided during open homes or inspections
- Identification documents where legally required (sale compliances)
- Communication records with our staff

We do not collect unnecessary or excessive information.

We may collect information through;

Open home sign-ins

Online enquiries

Phone calls, emails or in person conversations

Marketing Subscriptions

Website interactions

Third-party platforms (eg. Realestate.comn.au, Domain, CRM systems)

Where possible, we collect information directly from you.

We collect personal information to;

- Respond to property enquiries
- Provide property updates and follow-up communication
- Manage property sales
- Conduct open home and ensure property security
- Maintain accurate agency records
- Add you to our buyer or tenant database (unless you request otherwise)
- Provide marketing updates where consent is given
- Meet legal and regulatory obligations

We use your information only for the purposes for which it was collected, unless:

- You consent to another use, or
- The use is required on authorised by law.

We may disclose information to:

- Property owners
- Tradespeople and contractors (for maintenance or repairs)
- Marketing platforms and CRM providers
- Professional advisers (eg. Solicitors, accountants)
- Government or regulatory bodies

We do not sell personal information.

We may use your contact details to send you:

- Property alerts
- Market updates
- Newsletter
- Promotional material

You may opt out at any time by contacting us.

We take reasonable steps to protect your information from;

- Misuse
- Loss
- Unauthorised access
- Modification
- Disclosure

Information may be stored electronically in secure CRM systems or in locked physical files. We retain information only as long as necessary and dispose of it securely.

If you believe your privacy has been breached, please contact us. We aim to investigate your complaint promptly.