

Privacy Policy

(Last updated: 26 August 2025)

This Privacy Policy explains how threadN (“we”, “us” or “our”) collects, uses, discloses and protects personal information. We comply with the Privacy Act 1988 and the Australian Privacy Principles (APPs). This Policy applies to our website, checkout, customer service and marketing activities. It does not cover third-party sites we link to.

1. Who We Are & How To Contact Us

Business name: threadN

Email: threadN.us@gmail.com

Website: threadn.com.au

2. The Information We Collect

We collect personal information that is reasonably necessary for our functions.

2.1 You give us

- Contact details (name, email, phone, delivery address).
- Order details (items, preferences, notes).
- Customisation details (names/initials, wording, colours, placement, uploaded artwork/files).
- Communications (enquiries, support messages, reviews, UGC).
- Marketing preferences (newsletter opt-in/opt-out).

Payment card data is processed by our payment provider; we do not store full card numbers.

2.2 We collect automatically

- Device and usage data (IP address, browser, pages visited, timestamps).
- Cookies and similar technologies (analytics, site functionality, optional marketing pixels).

2.3 Sensitive information

We do not intentionally collect sensitive information. Please do not include it in custom notes or uploads.

2.4 Children

Our services are not directed to children under 13 and we do not knowingly collect their personal information. If you are a parent or guardian and believe your child has provided information, please contact us to request deletion.

The logo for threadN, featuring the word "thread" in a lowercase, handwritten-style font, followed by a large, stylized capital "N".

3. Why We Collect And How We Use It

- Fulfilling orders & customer support (process, deliver, track, and handle enquiries/returns).
- Custom production (create proofs/stitch-outs; apply your approved personalisation).
- Account less checkout & order history (so you can receive updates/receipts).
- Business operations (analytics, quality assurance, training, preventing fraud/misuse).
- Legal/compliance (tax records, consumer law obligations).
- Marketing (with consent or where permitted): send updates, offers and announcements; you can unsubscribe anytime.

4. Cookies, Analytics & Ads

We use cookies to keep the site working, remember choices, and understand traffic.

- Required cookies: site functionality, security, checkout.
- Analytics cookies: measure visits and performance.
- Marketing pixels (optional): only if enabled; used to measure campaign performance.

You can manage or delete cookies in your browser settings. For analytics/ads, you may also opt out of Google Analytics (Opt-out Add-on), adjust Google Ads personalisation (Ads Settings), and update Meta ad preferences (Ad Preferences). Please note, disabling cookies may affect certain site features.

5. Disclosing Your Information

We do not sell your personal information. We disclose it only to:

- Service providers under contract (website host, payment processor, shipping carriers, email/CRM, analytics, IT/security).
- People you authorise (e.g., when you share order info or tag us on social media).
- Law enforcement or regulators when required by law, or to protect our rights, safety or customers.
- Business transfers (e.g., acquisition or restructuring) — we'll take reasonable steps to ensure continuity of protections.

6. Overseas Disclosure

Some providers may store/process data outside Australia (for example, the US, EU or other locations). Where practicable, we take reasonable steps to ensure they protect personal information consistent with the APPs.

7. Security

We use administrative, technical and physical safeguards (TLS encryption in transit, access controls, least-privilege access, logging). No method is 100% secure; please contact us immediately if you suspect unauthorised access.



8. Retention

We keep:

- Order and invoice records for at least 5 years (tax/record-keeping).
- Customer service and custom files for as long as needed to fulfil your order and meet legal obligations.
- Marketing data until you unsubscribe or after a reasonable period of inactivity.
- When no longer needed, we take reasonable steps to de-identify or securely delete data.

9. Access, Correction & Deletion

You may request access to the personal information we hold about you, ask us to correct it if inaccurate, or request deletion where we no longer need it (subject to lawful retention requirements).

Contact: threadn.us@gmail.com. We will respond within a reasonable period (generally 14–30 days). To protect your information, we may request reasonable proof of identity before providing access, making corrections, or actioning deletion requests. If we refuse a request where permitted by law, we will explain why and outline how to complain.

10. Marketing Preferences

You can opt out of marketing emails any time via the unsubscribe link or by contacting us. Transactional emails (e.g., order confirmations, shipping updates) will still be sent.

11. User-Generated Content & Social Media

If you submit reviews or tag us on social media, you understand that this content may be publicly visible. You may withdraw permission for us to re-share your content by contacting us.

12. Third-Party Links

Our site may link to other websites. We're not responsible for their privacy practices. Review their policies before providing information.

13. Changes To This Policy

We may update this Policy to reflect changes to our practices or the law. We'll post the updated version with a new "Last updated" date. Significant changes will be highlighted on our site.



14. Notifiable Data Breaches

If we become aware of an eligible data breach likely to result in serious harm, we will promptly notify affected individuals and the Office of the Australian Information Commissioner (OAIC) in accordance with the Privacy Act 1988. Our notice will explain what happened, what information is involved, steps you can take, and how we're responding.

15. Concerns Or Complaints

Contact us first at threadn.us@gmail.com and we'll work to resolve your concern. If you're not satisfied, you can contact the Office of the Australian Information Commissioner (OAIC): oaic.gov.au or 1300 363 992.

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