

Privacy Policy

Reputo | Last updated: 1 October 2026

1. Introduction

K.N. Fernando and D. Srikrishna, operating as a partnership, ABN 42 455 003 652, trading as Reputo ("Reputo", "we", "us" or "our"), respects your privacy. This Privacy Policy explains how we collect, use, disclose, store and protect personal information when you use our platform and associated services (the "Platform"). We handle personal information in line with the Privacy Act 1988 (Cth) (the "Privacy Act") and the Australian Privacy Principles ("APPs").

This policy is a notice about what we do. Where the law requires your consent for something (for example, collecting sensitive information), we will ask for it separately at the time.

2. Personal Information We Collect

We may collect:

- (a) **Identity and contact information**, such as your name, email address and account credentials.
- (b) **Profile and professional information**, including details of your work, portfolio content, professional history and any materials you upload.
- (c) **Client and review information**: if a professional invites you to review them, we collect your email address (supplied by that professional) and the name and review you submit; if you are a professional, we collect the reviews clients submit about you and your work.
- (d) **Communications**, including messages you send to us or through the Platform.
- (e) **Technical and usage information**, such as your IP address, device and browser details, and how you use the Platform, collected automatically through cookies and similar technologies.

We do not ask you to provide sensitive information (such as health, racial or ethnic origin, or religious beliefs). Please do not include it in your profile or Reviews.

3. How We Collect Personal Information

We collect personal information directly from you when you register, create or update your profile, upload content or contact us. We also collect it automatically when you use the Platform, from professionals who give us the email address of a client they want to invite to leave a review, from clients who submit reviews, and, where you choose to connect them, from third-party services.

4. Purposes for Which We Use Personal Information

We collect, hold and use personal information to:

- (a) provide, operate and maintain the Platform;
- (b) create and manage your account;
- (c) let you document, display and manage your professional work, send review invitations to clients on a professional's behalf, and display the reviews clients submit;
- (d) communicate with you, including answering enquiries and sending service notices;
- (e) improve, personalise and develop the Platform;
- (f) keep the Platform secure and prevent fraud or misuse; and
- (g) meet our legal obligations.

5. What Is Public

Your profile and portfolio information that you choose to publish is visible to the public on the Platform, and may be indexed by search engines. Everything on a professional's profile, including their work, services and reviews, is public, so do not add anything you do not want the public to see. Your account email address and login details are not public. Reviews that clients submit about a professional appear on that professional's profile, which is visible to the public. The client's name, as they enter it when submitting the review, appears with it, and we tell the client this before they submit. We do not show a client's email address publicly. A professional can hide a review from their portfolio, but not from the page that lists all of their reviews. Hiding does not delete the review, and we keep it as described in clause 11. Once information is public, others may copy it, and we cannot control what they do with it. You can change your visibility settings, edit your own content or ask us to remove it at any time, subject to clause 11.

6. Disclosure of Personal Information

We may disclose your personal information to:

- (a) service providers and contractors who help us run the Platform, such as hosting, data storage, email and technical support providers;
- (b) professional advisers, including lawyers and accountants, where reasonably necessary;
- (c) regulators, law enforcement or other parties where the law requires or authorises it; and
- (d) a successor entity in connection with a sale, merger or restructure of our business, in which case we will require the new owner to honour this policy.

We do not sell your personal information.

7. Disclosure to Overseas Recipients

We use Resend to send emails, including welcome emails and review invitations. Resend is a United States company and stores the information it handles for us, including recipient email addresses, in the United States. Our hosting and other service providers are located in Australia. We do not currently process payments; if we start, we will name the payment provider and update this policy. Before we disclose personal information to an overseas recipient, we take reasonable steps to make sure it handles the information in a way that is consistent with the APPs. If we start using a provider in another country, we will update this policy.

8. Direct Marketing

We will only send you marketing messages if you have agreed to receive them or the law otherwise allows it. Every marketing message will include a way to opt out, and you can also opt out at any time by emailing contact@reputo.com.au. Service messages about your account, such as a welcome email when you register, are not marketing. A review invitation is sent because a professional you dealt with asked us to send it. It says who asked, and it includes a way to tell us you do not want further invitations. Your email address is tied to your Reputo account, and we use it only for that account, the review invitation and your review.

9. Data Security

We take reasonable steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. No method of transmission or storage is completely secure, so we cannot guarantee absolute security.

10. Data Breaches

If we become aware of a data breach that is likely to result in serious harm to you, we will assess it promptly and, where the Privacy Act requires, notify you and the Office of the Australian Information Commissioner (OAIC) as soon as practicable. Our notice will describe what happened, what information was involved and what steps you can take.

11. Retention and Deletion

We keep personal information for as long as we need it to provide the Platform and meet our legal obligations. If you close your account, we will delete or de-identify your profile and account information within 30 days, except for information we must keep by law or need to handle a dispute, prevent fraud or enforce our Terms, which we keep only as long as that purpose lasts. Backup copies are overwritten in the normal backup cycle, within 90 days. A review you submitted as a client may be kept, with your name removed, so that the professional's record stays accurate. If you ask us to delete a review you wrote, we will consider the request and tell you our decision. You can ask us to delete your information at any time by contacting us.

12. Access and Correction

You can ask to see the personal information we hold about you and ask us to correct anything that is inaccurate, out of date, incomplete or misleading. Contact us using the details below. We will respond within a reasonable time, and no later than 30 days. We may need to verify your identity first. A client cannot edit a review after submitting it, but can ask us to correct or remove it. If we refuse a request, we will explain why in line with the Privacy Act.

13. Cookies and Similar Technologies

The Platform may use cookies and similar technologies to provide core features and remember your preferences. We do not currently use analytics tools, and we will update this policy if we start. You can set your browser to refuse cookies, but some features may not work properly if you do.

14. Complaints

If you think we have breached the APPs or mishandled your personal information, contact us at contact@reputo.com.au. We will investigate and reply within a reasonable time, and no later than 30 days. If you are not satisfied with our response, you can complain to the OAIC at www.oaic.gov.au.

15. Changes to this Privacy Policy

We may update this policy from time to time. The current version is always on the Platform, and the date at the top shows when it was last updated. If we make a material change, we will notify you by email or through the Platform.

16. Contact

For questions, requests or complaints about this policy or your personal information, contact us at contact@reputo.com.au. Reputo, ABN 42 455 003 652.