

Parenting Collective Privacy Policy

Oct 8, 2026 · @Donna

About this policy

I respect your privacy and your family's privacy, and I handle your personal information in line with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (APPs).

This policy explains what information I collect, why I collect it, how I keep it safe and how you can access or correct it. It applies to Parenting Collective and Bub2Sleep, including parentingcollective.com.au, bub2sleep.com.au, my coaching, programs, courses, eBooks, masterclasses, podcast and social media.

Parenting Collective is run by Donna Moala, ABN 12 421 789 003, Perth, Western Australia. In this policy, "I", "me" and "my" means Parenting Collective.

What information I collect

I only collect the information I need to support you and your family well. Depending on how you work with me, this may include:

- **Contact details:** your name, email, phone number, location and time zone.
- **Family details:** names, ages and dates of birth of your children, and who is in your household.
- **Sleep and parenting information:** your child's sleep patterns, routines, feeding, development, behaviour and anything you share about your family's wellbeing.
- **Health information:** details about your child's or your own health, such as reflux, allergies, medical conditions, birth history or emotional wellbeing, when you choose to share it.
- **Payment details:** billing information processed securely by my payment providers. I do not store your full card details.
- **Online information:** your IP address, browser type and how you use my websites, collected through cookies and analytics.
- **Messages and recordings:** emails, messages, forms, survey answers and, with your consent, recordings of coaching calls.

Sensitive information. Health information is "sensitive information" under the Privacy Act. I only collect it with your consent and only when it is reasonably necessary to support you. You never have to share more than you are comfortable with.

Information about children. I collect information about children from their parent or carer, not from children directly. My services are designed for adults.

How I collect it

I collect most information directly from you, for example when you:

- book a free 15 minute consult or a coaching package
- fill in an intake form, sleep diary or questionnaire
- buy an eBook, masterclass, course or program
- join my email list or download a free resource
- contact me by email, phone, social media or direct message
- attend a call, workshop, retreat or event

I also collect some information automatically through my websites. If someone else gives me your information, such as a partner booking on your behalf, I will take reasonable steps to let you know.

Why I collect and use it

I use your information to:

- deliver my coaching, programs and products, and tailor support to your family
- respond to your questions and manage bookings
- process payments and keep business records
- send you resources, updates and offers you have signed up for
- improve my websites, content and services
- meet my legal and insurance obligations

I will not use your information for any other purpose unless you would reasonably expect it, you have given consent, or the law requires or allows it.

Keeping families safe. If I reasonably believe a child or anyone else is at serious risk of harm, I may share relevant information with the appropriate authorities, as permitted or required by law.

Who I share it with

I never sell, rent or trade your personal information.

I only share it with trusted service providers who help me run my business, and only what they need to do their job. These include providers of:

- website hosting and booking systems
- payment processing
- email marketing and customer management
- online course and membership platforms
- video calls and file storage
- my accountant, bookkeeper and professional advisers
- any coach on my team who supports you, who is bound by the same confidentiality

Overseas disclosure. Some of these providers store data on servers outside Australia, most commonly in the United States. Where this happens, I take reasonable steps to choose providers with strong security and privacy practices consistent with the APPs.

Emails, cookies and analytics

If you join my email list, I will send you parenting support, resources and occasional offers. Every email has an unsubscribe link, and you can opt out at any time. I follow the *Spam Act 2003* (Cth).

My websites use cookies and analytics tools to understand how people use the site and to improve it. I may also use social media advertising pixels to show relevant content to people who have visited my site. You can turn off cookies in your browser settings, although some parts of the site may not work as well.

How I keep it safe

I take reasonable steps to protect your information from misuse, loss and unauthorised access. This includes password protected and secure systems, two factor authentication where available, limiting access to people who need it, and using reputable providers.

I keep your information only for as long as I need it for the reasons above, or as long as the law requires, such as tax records. When I no longer need it, I securely delete or de-identify it.

Accessing and correcting your information

You can ask to see the personal information I hold about you, or ask me to correct it if it is wrong, out of date or incomplete. Just contact me using the details below. I will respond within 30 days, and there is no charge for making a request. If I cannot give you access, I will explain why in writing.

You can also ask me to delete your information, and I will do so unless I need to keep it by law.

Where it is practical, you can browse my website or ask a general question without telling me who you are, or by using a pseudonym. To deliver coaching, I will need your real details.

Data breaches and complaints

If a data breach is likely to cause you serious harm, I will notify you and the Office of the Australian Information Commissioner (OAIC) as required under the Notifiable Data Breaches scheme.

If you have a concern about how I have handled your information, please contact me first. I will acknowledge your complaint within 7 days and aim to resolve it within 30 days.

If you are not happy with my response, you can contact the OAIC at [oaic.gov.au](https://www.oaic.gov.au) or on 1300 363 992.

Changes and contact

I may update this policy from time to time. The latest version will always be on my website, with the date it was last updated.

For any privacy questions, requests or complaints, contact me:

Donna Moala, Parenting Collective Email: connect@parentingcollective.com.au Phone: +61 400 270 974 Perth, Western Australia

Last updated: 8 October 2026