

Privacy Policy

What we collect when you use our website or book a job with us, why we collect it, and how to tell us to stop.

Version 1.0 · Effective 27 July 2026

1. The short version

This policy is written to be read. If you only read one section, read this one — the rest is the same thing in more detail.

- We collect what we need to quote and do the work: your name, contact details, the address of the job, and what you asked us to do.
- We use analytics and advertising tools on our websites to understand how people find us and which advertising is worth paying for.
- Those tools start working when you arrive. If you would rather they did not, use the opt-out on the cookie notice and we will stop them.
- We never sell your information. We never send your name, email address or phone number to an advertising platform in a readable form.
- You can ask us what we hold, ask us to correct it, or ask us to delete it. Email admin@pqelectrical.com.au and a person will answer.

This policy covers pqea.com.au, booking.pqea.com.au, and everything we do as part of quoting and carrying out work. It applies from 27 July 2026.

2. Who we are

PQ Electrical & Air is a licensed electrical and air conditioning contractor operating in South East Queensland, Electrical Licence No. 1513082. When this policy says "we" or "us", that is who it means.

We are responsible for the personal information described in this policy. If something here is unclear, or you think we have got something wrong, email admin@pqelectrical.com.au.

3. What we collect

Different things, depending on whether you are reading the website or having us out to do a job.

What	When we get it	Why we need it
Name and contact details	When you book a visit, accept a quote, or contact us	To confirm the appointment, send the quote, and reach you about the job

What	When we get it	Why we need it
Property address	When you book a visit or a job	To turn up at the right place, and to check the job is inside the area we service
What you need done	From the booking form and from the technician on site	To price the work accurately and bring the right parts
Quotes, invoices and job history	As the work progresses	Records of what was agreed and what was done, kept as our tax and warranty records
How you found us	The optional question after you book, and from the link you arrived through	To know which advertising is working so we do not waste money on advertising that is not
Website activity	Automatically, while you browse	To see which pages help and which confuse people, and to measure our advertising

We do not ask for and do not want sensitive information — health, race, religion, political views, or anything of that kind. Please do not send it to us.

4. Cookies, analytics and advertising

This is the part most privacy policies are vague about, so here it is plainly.

We use a small number of third-party tools on our websites. They set cookies and collect information about your device and how you use the site. Here is each one and what it does.

Tool	What it does	Where
Google Analytics	Counts visits and shows which pages people use and where they leave	Both sites
Google Tag Manager	Loads the other tools. Collects nothing on its own	Both sites
Meta Pixel	Tells us when an ad on Facebook or Instagram led to a booking	Both sites
Microsoft Clarity	Records how people move around a page: clicks, scrolling and mouse movement. Text on the page is hidden in your browser before anything is sent, so what you type is not recorded	pqea.com.au only. Not on our booking site

These tools start working when you arrive. If you would rather they did not, use the opt-out on the cookie notice and we will stop them straight away. Your choice covers both of our websites, and it lasts until you clear your browser's cookies or change it again.

Visitors in the United Kingdom, the European Economic Area and Switzerland are asked first: nothing loads for them until they agree. Australian law requires us to tell you what we collect rather than to ask permission first, and that is the approach we take here.

We also set our own cookies that are not part of any of the above. One remembers your cookie choice. One records which advertisement or link brought you to us, so that if you book a week later we still know which advertising earned the job. One keeps you signed in if you are a member of our staff. These do not identify you by name.

We do not use any of this to build a profile of you as a person, and we do not sell it. It exists to answer one question: which advertising brings in real work, and which is wasting money.

5. What we tell Google and Facebook

When a booking comes from an advertisement, we tell the platform that ran the ad that a booking happened. This is how we work out which ads are worth paying for.

So that the platform can match the booking to the click, we send a scrambled version of your email address and phone number — a one-way code, not the details themselves. We never send your name, your address, or anything you told us about the job in a readable form.

If you have opted out on our cookie notice, we do not send this at all.

6. Who else sees your information

A short list, and it does not include anybody who wants to sell you something.

- Jobber, the job management system we run the business on. It holds your contact details, the job address and the work history. This is our system of record.
- Google, which provides our email, our cloud hosting and our analytics.
- Microsoft, for the session recording described above, on our marketing site only.
- Meta (Facebook and Instagram), which receives the scrambled conversion information described above when a booking comes from one of their ads.
- Our invoicing provider, if you pay an invoice online. Card details go straight to them — we never see or store your card number.
- Our accountant and, if we ever have to, our lawyers or insurers.
- Anyone we are legally required to give it to.

Some of these providers store information outside Australia, most often in the United States. We choose established providers who commit to protecting it, but by using our services you accept that some of your information will be held overseas.

We do not sell your personal information, and we never will. We do not give your details to other tradespeople, lead-generation services, or marketing lists.

7. Marketing emails and messages

We only send marketing emails or messages to people who have ticked the box asking for them. That box is never ticked for you, and leaving it alone does not affect your booking in any way.

Every marketing message has an unsubscribe link, and we act on it immediately. Unsubscribing does not stop the messages you actually need — appointment confirmations, quotes, reminders and invoices are part of the job, not marketing.

8. How long we keep it

- Quotes, invoices and job records: at least seven years, because tax law requires it, and because electrical work carries warranty obligations we need to be able to honour.
- Booking enquiries that never became a job: two years, then deleted.
- Website analytics: up to fourteen months in Google Analytics, and thirty days for session recordings in Microsoft Clarity.
- Marketing list: until you unsubscribe, and then we keep a record that you unsubscribed so that we do not accidentally add you again.

9. How we protect it

Our websites run over encrypted connections, so what you send us cannot be read in transit. Access to customer records requires an individual staff login, and each person can only reach the parts of the system their role needs. Every change to a quote or a booking is logged against the person who made it.

No system is perfect. If we ever suffer a breach that is likely to cause you serious harm, we will tell you and the Office of the Australian Information Commissioner, as the law requires.

10. Your choices and how to use them

1. To stop the analytics and advertising tools: use the opt-out on the cookie notice on either of our websites. You can also block cookies in your browser settings, which we cannot override.
2. To stop marketing messages: click unsubscribe on any of them, or email us.
3. To see what we hold about you, correct it, or ask us to delete it: email admin@pqelectrical.com.au. We will respond within 30 days. There is no charge.
4. To opt out of Microsoft Clarity everywhere, not just on our site: visit clarity.microsoft.com/terms and follow the opt-out link there.

There are limits on deletion. We cannot delete a quote or invoice we are legally required to keep for tax purposes, and we cannot delete the record of a job while it is still under warranty. We will tell you plainly if that applies, rather than quietly doing nothing.

11. If you are not happy

Tell us first. Email admin@pqelectrical.com.au with what went wrong and we will look into it and write back within 30 days. Most things are a misunderstanding and are quicker to fix than to escalate.

If our answer does not satisfy you, you can complain to the Office of the Australian Information Commissioner at oaic.gov.au or on 1300 363 992. You do not need our permission and it does not cost anything.

12. Changes to this policy

We update this policy when what we do changes — not the other way around. Each version carries a number and a date, and we keep the old ones. If a change materially affects you, we will say so rather than quietly republishing.

This is version 1.0, effective 27 July 2026.