

Privacy Policy

Version 3.0

Effective Date: July 2025

This Privacy Policy applies to Red and Black Group Pty Ltd, trading as Spec Up and SpecRep.ai (“we”, “us”, “our”). It explains how we collect, use, disclose, and safeguard your personal information when you use our websites, digital tools, AI agents, and related services, including those found www.specup.agency, specrep.ai, and specrephelpdesk.com.

We are committed to protecting your privacy in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles**. For users in the European Union, we also comply with the **General Data Protection Regulation (EU 2016/679)** (GDPR) where applicable.

1. Information We Collect

We collect both personal and usage-related information to deliver and improve our services. This may include:

1.1 Personal Information

Information you voluntarily provide, such as:

- Name, email address, job title, and company name
- Enquiry details submitted through forms or chat agents
- Information exchanged during support or AI agent conversations
- Documents you upload for review or assistance

Some information is optional. However, if you do not provide certain details, you may not be able to access the full functionality of our services.

1.2 Usage Data

We collect data automatically when you access our services, including:

- IP address and geolocation
- Device and browser type
- Pages visited, session duration, referring websites
- Actions taken on our sites or within AI interfaces

1.3 Cookies

Our websites use cookies and similar technologies to enhance your experience, improve performance, and collect analytics. You may disable cookies in your browser settings, though some features may not function as intended.

2. How We Use Your Information

We use the information we collect to:

- Operate, maintain, and improve our websites and AI products
- Respond to your questions and support requests
- Deliver specification tools tailored to architects and product suppliers
- Personalise your experience based on past interactions
- Conduct surveys, webinars, and promotional activities
- Train our AI agents using anonymised and de-identified data
- Comply with legal and regulatory obligations

We may also use your personal information to send you marketing communications. You can opt out at any time.

3. Data Sharing with Product Suppliers Using SpecRep.ai

SpecRep.ai enables product suppliers to deploy AI agents trained on their own technical content. When you interact with a supplier's AI agent (e.g. ask a technical question or request a brochure), we may share your interaction data with that supplier. This may include:

- Your name and contact details (if provided)
- Your enquiry history and product interest
- Downloads or sample requests

This information is shared **only with the relevant supplier**, and is used by them to provide follow-up support, technical assistance, or further product information.

By using a SpecRep.ai agent representing a specific product brand, you consent to this data being shared with that brand for the purposes described above. Each supplier is responsible for managing your information under their own privacy policy.

4. Identification of Official SpecRep.ai Agents

To protect the integrity of the information you receive, official SpecRep.ai agents can be identified by one of the following:

- They appear on the **Spec Rep Help Desk** website (www.specrephelpdesk.com)
- They are embedded on third-party websites and include the label **“Powered by Spec Rep Help Desk”** beneath the chat window

If the AI interface you are using does not meet one of these criteria, it is not part of the official SpecRep.ai platform, and we do not make any guarantees about its data accuracy or compliance.

5. Agreement to Spec Rep Help Desk Terms

By using any AI agent hosted on the **Spec Rep Help Desk** website or identified as **“Powered by Spec Rep Help Desk”**, you confirm that you accept the [Spec Rep Help Desk Terms and Conditions](#). Please review them before engaging with these services. If you do not agree, you should refrain from using the AI support tools provided.

6. Disclosure to Comply with Law

We may disclose your personal information if required by law or legal process, or if we believe it is necessary to:

- Comply with a legal obligation
 - Enforce our rights or investigate potential violations
 - Protect the safety or integrity of our users, partners, or services
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7. International Transfers

Your data may be processed on servers outside your country of residence, including in Australia. By using our services, you consent to such transfers, even if those jurisdictions have different data protection laws.

8. Data Security

We take reasonable steps to protect your information from misuse, interference, loss, and unauthorised access. However, no digital system is completely secure. You are encouraged to take precautions when sharing sensitive information online.

9. Data Retention

We retain your personal information only as long as reasonably necessary for the purposes described in this policy, or as required by law. We may retain de-identified or aggregated data for research and analysis.

10. Access and Correction

You may request access to or correction of the personal information we hold about you. To make a request, contact us at the details provided below. We will respond in accordance with applicable privacy laws.

11. Complaints

If you believe your privacy has been breached, please contact us:

✉ michael@andever.com.au

Please include:

- Your name and contact details
- A description of the issue or suspected breach
- Any supporting documentation (e.g. relevant URLs)

We will investigate and respond within 30 days.

12. Links to Third-Party Sites

Our websites may include links to external sites. We are not responsible for the privacy practices of third parties. Please review their privacy policies before submitting your information to them.

13. Business Changes

In the event of a merger, acquisition, asset sale, or insolvency, personal information may be transferred to a new owner or administrator as part of that transaction.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updated versions will be posted on our websites with a revised “Effective Date.” If changes are material, we may also notify you by email or platform notice.

15. Contact Us

If you have any questions about this policy or how we handle your information, please contact:

Michael Smith

Red and Black Group Pty Ltd (Spec Up)

info@specup.agency