

Privacy Policy

Effective Date: June 3, 2026

At Thryvn Gut, we respect your privacy and are thoroughly committed to safeguarding your personal data in accordance with the Australian Privacy Principles (APP) outlined under the Privacy Act 1988, as well as global data standards like GDPR and CCPA where applicable.

1. Data Elements We Collect

We collect personal identifiers to ensure efficient fulfillment of orders and seamless browsing experiences. This includes:

- **Identity & Contact Information:** First name, last name, billing address, shipping address, email coordinates, and phone contacts.
- **Transactional and Financial Data:** Purchase records, supplement subscription choices, and payment card details (securely processed via PCI-DSS compliant third-party tokens; we do not store raw credit card digits on our internal servers).
- **Technical and Tracking Metrics:** IP addresses, browser variants, operating systems, and device data gathered via cookies or pixels during web navigation.

2. Purpose of Processing and Data Utilization

Your gathered information is utilized explicitly to execute purchases, deliver physical products, manage your supplement subscription profiles, optimize website architecture, and transmit promotional campaigns (where explicit opt-in consent is provided). You may opt-out of marketing communications instantly via the unsubscribe infrastructure embedded inside our emails.

3. Third-Party Sharing and Disclosures

Thryvn Gut will never sell, lease, or trade your private data elements to third-party brokers. We disclose targeted information strictly to service providers who execute core operations for our brand, such as:

- **E-Commerce Platforms & Merchant Processors:** Systems like Shopify, Stripe, or PayPal to handle transactions.
- **Fulfillment & Courier Logistics:** Australia Post, DHL, or regional delivery couriers to ship your gut health supplements.
- **Analytical Tools:** Platforms like Google Analytics to evaluate site health and performance metrics.

4. Data Retention, Security, and Your Rights

We deploy robust electronic, structural, and administrative safeguards to protect your personal metrics against unauthorized access, loss, or alteration. You retain full entitlement to request formal access to the data profiles we maintain on you, request corrective edits for inaccuracies, or request the absolute erasure of your personal metrics from our architecture, subject to local statutory accounting records retention requirements.