

Privacy Policy

Effective Date: 26 March 2026

ABN: 86 696 377 947

Website: pulsewave.dev

1. About This Policy

Pulsewave Language Pty Ltd (ABN 86 696 377 947) ('Pulsewave', 'we', 'us', or 'our') is an Australian company that provides language learning resources, including custom Anki vocabulary decks, through our website at pulsewave.dev and our online store at store.pulsewave.dev.

We are committed to protecting your privacy and handling your personal information responsibly. This Privacy Policy explains how we collect, hold, use, and disclose personal information in accordance with the Privacy Act 1988 (Cth) ('Privacy Act') and the Australian Privacy Principles ('APPs') contained in Schedule 1 of that Act.

This Privacy Policy explains how we collect, hold, use, and disclose your personal information when you access our website, purchase our products, or otherwise interact with us. If you do not agree with how we handle personal information as described in this policy, please do not use our services.

This policy applies to all personal information collected by Pulsewave Language Pty Ltd, regardless of the channel through which it is collected.

2. What Is Personal Information?

'Personal information' is information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not, and whether it is recorded in a material form or not.

The types of personal information we may collect include:

- Contact information: name, email address
- Billing and payment information: billing address, transaction identifiers (processed by Lemon Squeezy — we do not store full payment card details)
- Account and profile information: username, language learning preferences, purchase history
- Technical data: IP address, browser type, device type, operating system, referring URLs, pages visited, and time spent on our website
- Communications: messages you send us via email or our community platforms (including Discord)
- Community participation: usernames and messages shared in our Pulsewave Discord server

We do not seek to collect sensitive information about you through our ordinary business activities. Please do not provide sensitive information to us unless it is reasonably necessary

for a specific request or interaction and we have asked for it or otherwise agreed to receive it.

3. How We Collect Personal Information

3.1 Direct Collection

We collect personal information directly from you when you:

- Purchase a product through our store at store.pulsewave.dev (processed via Lemon Squeezy)
- Contact us by email or through any contact form on our website
- Join our Discord community server
- Subscribe to any newsletter, mailing list, or updates we offer
- Participate in challenges, promotions, or other activities we run

3.2 Automatic Collection

We may automatically collect certain technical data when you visit our website, including through cookies, web beacons, and similar tracking technologies. This may include:

- Log data (IP address, browser type, pages visited, date and time of visits)
- Device information
- Referral URLs

3.3 Third-Party Sources

We may also receive personal information about you from third parties, including:

- Lemon Squeezy (our payment platform), which processes transactions and provides us with order and billing details
- Discord, if you interact with our community server
- Analytics providers that help us understand how our website is used

If you participate in our Discord community, your username, profile information, and any messages or content you post may be visible to other members of that community and may also be processed by Discord in accordance with Discord's own privacy practices.

We only collect personal information that is reasonably necessary for one or more of our functions or activities. Where it is lawful and practicable, we will give you the option to remain anonymous or to use a pseudonym when dealing with us.

4. Why We Collect and How We Use Your Personal Information

We collect and use personal information for the following primary purposes:

- Processing and fulfilling your orders, including delivering digital products (Anki decks) and sending purchase confirmations
- Managing refund and returns requests under our 30-Day Refund Policy
- Communicating with you about your order, account, or enquiries
- Providing customer support
- Sending you product updates, language learning tips, or promotional material where you have opted in or where otherwise permitted by law

- Operating, improving, and personalising our website and services
- Detecting, investigating, and preventing fraud, security breaches, and other potentially prohibited or illegal activities
- Complying with our legal obligations, including under Australian consumer law and taxation law
- Managing and operating our Discord community

We will not use your personal information for any purpose that is incompatible with the primary purpose of collection without your consent, or unless otherwise permitted or required by law.

5. Refund Policy and Related Data Processing

We offer a 30-day, no-questions-asked refund policy on all purchases. To process a refund request, we may need to collect and retain the following information:

- Your name and email address
- Your order number and purchase details (obtained from Lemon Squeezy)
- Any information you voluntarily provide in your refund request

Information collected in connection with a refund request will be used solely for the purpose of processing that refund and maintaining appropriate transaction records as required by law. We retain refund-related records for a minimum of five (5) years to comply with our legal and taxation obligations.

To request a refund, please contact us at the email address listed in Section 14 of this policy within 30 days of your purchase date.

6. Disclosure of Personal Information

6.1 Third-Party Service Providers

We may disclose your personal information to third-party service providers who assist us in operating our business. These providers are required to handle your information only in accordance with our instructions and applicable privacy laws. Where reasonably practicable, we identify key third-party providers we use in this policy or otherwise make that information available on request. Current third-party providers and categories include:

Lemon Squeezy — Our merchant of record and payment processing platform. Lemon Squeezy collects and processes payment and billing information on our behalf and is subject to its own privacy policy. Lemon Squeezy may process your data in multiple countries.

Discord — Our community platform. If you join our Discord server, Discord collects and processes information in accordance with Discord's Privacy Policy. Content you post in our Discord community may be visible to other members of that community.

Website Hosting and Infrastructure Providers — Third-party services used to host, secure, and maintain pulsewave.dev and store.pulsewave.dev.

Analytics Providers — Tools used to help us understand how visitors use our website and services. These tools may collect anonymised, aggregated, or limited technical usage data.

Email Service Providers — Platforms used to send transactional and, where permitted, marketing communications.

6.2 Other Disclosures

We may also disclose your personal information:

- Where required or authorised by Australian law, including to law enforcement agencies, regulatory bodies, or courts
- To enforce our terms and conditions or to protect the rights, property, or safety of Pulsewave, our customers, or others
- In connection with a merger, acquisition, asset sale, or other business transaction, subject to appropriate confidentiality obligations
- With your consent

7. Overseas Disclosure

Some of our third-party service providers are located overseas, including Lemon Squeezy and Discord, which operate globally. As a result, your personal information may be transferred to, stored, or processed in countries outside Australia, including but not limited to the United States and countries within the European Economic Area.

Where we disclose personal information to overseas recipients, we take reasonable steps to ensure that those recipients handle your information in a manner consistent with the APPs. In some cases, Australian Privacy Principle 8.1 may require us to ensure that overseas recipients do not breach the APPs in relation to your information.

By using our services, you acknowledge that some overseas recipients may be subject to different privacy laws and standards than those applicable in Australia. We cannot be held responsible for how those recipients handle your information once it has been disclosed, except to the extent we are required to take reasonable steps to ensure compliance.

8. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance your browsing experience, analyse site traffic, and understand user behaviour. A cookie is a small data file placed on your device when you visit a website.

We may use the following types of cookies:

- Essential cookies: Required for the operation of our website (e.g., maintaining session state during checkout)
- Analytics cookies: Help us understand how visitors interact with our site (e.g., pages visited, time on site)
- Preference cookies: Remember your settings and preferences for future visits

Most web browsers allow you to control cookies through their settings. You may disable cookies in your browser, but doing so may affect the functionality of our website, including the checkout process.

We do not use cookies to collect sensitive personal information or to track you across unaffiliated websites without your consent.

9. Data Quality and Accuracy

We take reasonable steps to ensure that the personal information we collect, use, and disclose is accurate, up to date, and complete. If you believe that any personal information we hold about you is inaccurate, incomplete, or out of date, please contact us and we will take reasonable steps to correct it (see Section 11).

10. Security of Personal Information

We take reasonable steps to protect the personal information we hold from misuse, interference, and loss, and from unauthorised access, modification, and disclosure. Our security measures include:

- Using HTTPS encryption on our website and store
- Engaging reputable third-party payment processors (Lemon Squeezy) who maintain appropriate security and compliance measures for payment data
- Restricting access to personal information to authorised personnel on a need-to-know basis
- Maintaining reasonable technical and organisational security measures

However, no method of transmission over the internet or electronic storage is completely secure. While we endeavour to protect your personal information, we cannot guarantee its absolute security. In the event of a data breach that is likely to result in serious harm, we will comply with our obligations under the Notifiable Data Breaches scheme (Part IIIC of the Privacy Act), including notifying the Australian Information Commissioner and affected individuals where required.

11. Retention of Personal Information

We retain personal information only for as long as it is necessary for the purpose for which it was collected, or as required by law. Specifically:

- Transaction and order records are retained for a minimum of five (5) years to comply with taxation and accounting obligations under the Income Tax Assessment Act 1997 (Cth) and the A New Tax System (Goods and Services Tax) Act 1999 (Cth)
- Refund records are retained for a minimum of five (5) years
- Customer communications may be retained for up to two (2) years after your last interaction with us, or longer if required for a legal dispute
- Technical and analytics data may be retained in anonymised or aggregated form indefinitely

When personal information is no longer required, we will take reasonable steps to destroy or de-identify it securely.

Where lawful and practicable, you may also request that we delete or de-identify personal information we hold about you. We will consider such requests in accordance with our legal obligations, record-keeping requirements, and legitimate business needs.

12. Access to and Correction of Personal Information

12.1 Right of Access

Under the Privacy Act, you have the right to request access to the personal information we hold about you. To make an access request, please contact us in writing at the details

provided in Section 14. We may need to verify your identity before granting access or processing your request. We will respond to your request within 30 days.

We may decline to provide access in certain circumstances permitted by the Privacy Act (for example, where providing access would be unlawful or may prejudice an investigation of unlawful activity). If we refuse access, we will provide written reasons.

12.2 Right of Correction

You may request that we correct personal information we hold about you that you believe is inaccurate, incomplete, out of date, irrelevant, or misleading. We may need to verify your identity before making a correction. We will take reasonable steps to correct such information within 30 days of receiving your request. If we refuse to make the correction, we will provide written reasons.

13. Marketing Communications

We may send you marketing communications about our products, services, challenges, and language learning content where:

- You have consented to receive such communications, or
- We are otherwise permitted to do so under applicable law (including the Spam Act 2003 (Cth))

Every marketing email we send will include a clear and functional unsubscribe mechanism. You may opt out of marketing communications at any time by clicking 'Unsubscribe' in any email we send you, or by contacting us directly. Please note that even after opting out of marketing communications, we will continue to send you transactional emails necessary to fulfil your orders.

14. Privacy Complaints

If you believe we have breached the APPs, or your privacy rights more broadly, you may lodge a complaint with us. We take privacy complaints seriously and will endeavour to respond promptly.

To lodge a complaint, please contact us at:

Email: admin@pulsewave.dev

We will acknowledge your complaint within 5 business days and aim to resolve it within 30 days. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC).

15. Children's Privacy

Our products and services are not directed at young children, and we do not knowingly collect personal information from children who cannot validly provide it themselves or through a parent or guardian where required. If you believe we have inadvertently collected

personal information from a child inappropriately, please contact us immediately and we will take reasonable steps to delete that information.

16. Product Use, Learning Outcomes, and Deck Licence

We provide language learning products and resources, including custom Anki-compatible decks, to support self-directed study. Because language learning outcomes depend on many factors outside our control - including your prior knowledge, study habits, consistency, goals, time investment, learning environment, and use of our materials - we do not guarantee any particular learning outcome, level of proficiency, exam result, or rate of progress.

Unless otherwise stated in writing, all custom decks, deck structures, note designs, card formats, and related content created and distributed by Pulsewave are licensed for your personal, non-transferable use only. Except to the extent permitted by law, you must not copy, reproduce, resell, sublicense, redistribute, publish, share, or commercially exploit our decks or related materials without our prior written permission. This licence notice applies to our original deck content and does not claim ownership of the open-source Anki software itself.

17. Third-Party Websites and Links

Our website may contain links to third-party websites, including Lemon Squeezy's store checkout, Discord, and other external resources. This Privacy Policy applies only to Pulsewave's own operations. We are not responsible for the privacy practices of third-party websites and encourage you to review their privacy policies before providing any personal information.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal obligations. Where we make material changes, we will post the updated policy on our website with a revised effective date. We encourage you to review this policy periodically.

Your continued use of our website or services after any changes to this policy will be subject to the updated version as published from time to time.

19. Contact Us

For any questions, concerns, or requests relating to this Privacy Policy or the personal information we hold about you, please contact us at:

| Email: admin@pulsewave.dev

This Privacy Policy was prepared in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles. Effective date: 26 March 2026. Last updated: 5 April 2026. It supersedes any prior privacy policy published by Pulsewave Language Pty Ltd.