

MDM Magic — Privacy Policy

Website: www.mdmmagic.au | Last updated: 28 July 2026

MDM Magic provides Mobile Device Management (MDM) solutions for Apple devices (macOS, iOS, iPadOS, tvOS) to businesses, schools, and organisations across Australia. We are committed to protecting your privacy and handling personal information in accordance with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (APPs). This policy explains what personal information we collect, how we use it, and how you can access or correct it.

1. Information We Collect

We may collect the following types of information:

- **Contact and enquiry details** — name, email address, phone number, company/organisation name, and any message content submitted through our website's contact or quote forms.
- **Client and engagement information** — details related to consulting, deployment, or MDM engagements we perform for your organisation, including technical configuration details you provide to us.
- **Website usage data** — IP address, browser type, device information, pages visited, and referring URLs, typically collected via cookies or analytics tools.
- **Communications** — records of emails, calls, or messages exchanged with us.

We do not collect sensitive information (such as health or biometric data) unless it is knowingly and voluntarily provided to us for a specific, agreed purpose.

2. How We Use Your Information

We use personal information to:

- Respond to enquiries and provide quotes for our services
- Deliver, manage, and support MDM engagements for client organisations
- Maintain business records and manage client relationships
- Improve our website and services
- Comply with legal and regulatory obligations
- Send updates about our services, where you have consented to this

3. Disclosure of Information

We do not sell personal information. We may share information with:

- Third-party platforms we use to deliver services (for example, Jamf or other Apple-focused MDM platforms)
- IT infrastructure, hosting, or analytics providers who process data on our behalf
- Professional advisers (accountants, lawyers) where necessary
- Regulatory or law enforcement bodies where required by law

Any third parties who process personal information on our behalf are required to protect it consistently with this policy.

4. Data Relating to Managed Devices

Where we provide MDM services to a client organisation, device and configuration data belongs to and is controlled by that client organisation. We act as a service provider processing this data under the terms of our engagement with the client, not as the data's owner.

5. Cookies and Website Analytics

Our website may use cookies or similar technologies to understand site usage and improve user experience. You can control or disable cookies through your browser settings, though this may affect some website functionality.

6. Data Security

We take reasonable technical and organisational steps to protect personal information from misuse, loss, unauthorised access, modification, or disclosure.

7. Data Retention

We retain personal information only as long as necessary to fulfil the purposes described in this policy, or as required by law.

8. Access and Correction

You may request access to, or correction of, personal information we hold about you by contacting us using the details below. We will respond within a reasonable timeframe in accordance with the Privacy Act.

9. Overseas Disclosure

Some third-party service providers we use may store or process data outside Australia. Where this occurs, we take reasonable steps to ensure such recipients handle your information consistently with the APPs.

10. Complaints

If you believe we have breached the APPs or mishandled your personal information, please contact us first using the details below. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

11. Changes to This Policy

We may update this policy from time to time. The updated version will be posted on this page with a revised "last updated" date.

12. App Development and Distribution (GitHub and Apple App Store)

In addition to our MDM services, we may develop software applications that are distributed via GitHub and/or the Apple App Store. This section explains how personal information is handled in connection with those apps.

GitHub distribution. Where we host source code, releases, or binaries on GitHub, GitHub's own privacy practices govern any account, usage, or interaction data it collects (for example, from downloads, issues, or pull requests). If you contact us, report an issue, or contribute via GitHub, we may see and use information you post publicly there (such as your GitHub username and any details in issues or comments) to respond to you or improve our software. We do not access private GitHub account data beyond what you make visible to us.

Apple App Store distribution. Where our apps are distributed through the Apple App Store, Apple acts as an independent data controller for information it collects through App Store Connect, TestFlight, and related services — including purchase information, device identifiers, crash logs, and app usage analytics. Apple's own privacy policy governs this data. We may receive aggregated or anonymised analytics and crash reports from Apple to help us maintain and improve our apps.

Data collected by our apps directly. Our apps do not retain any personal information. Where an app is used to manage devices on behalf of a client organisation, the same principle in Section 4 applies: the client organisation controls that data, and we process it as a service provider. If this ever changes for a specific app, it will be disclosed in that app's own in-app privacy notice or App Store privacy "nutrition label," which takes precedence over this website policy for matters specific to that app.

App Store reviews and ratings. Any reviews, ratings, or public comments you leave on our app's App Store listing are submitted to and published by Apple, and are governed by Apple's own Terms of Use and privacy practices, not this policy. We do not control or collect this data beyond what Apple makes visible to developers in aggregate.

Permissions. Any app we publish will only request device permissions (such as notifications, network access, or MDM enrolment capabilities) that are necessary for its stated functionality, and will explain these requests within the app itself.

13. European Users (GDPR)

Our apps are distributed through the Apple App Store without geographic restriction, which means individuals in the European Union and European Economic Area (EU/EEA) may download and use them. Where this brings us within scope of the EU General Data Protection Regulation (GDPR), the following applies in addition to the rest of this policy:

- **Legal basis for processing.** We process personal information on the basis of one or more of: your consent, performance of a contract with you or your organisation, our legitimate interests in operating and improving our services, or compliance with a legal obligation.
- **Your rights.** If GDPR applies to you, you have the right to access, correct, or erase your personal information; to restrict or object to certain processing; to data portability; and to withdraw consent at any time where processing is based on consent. You also have the right to lodge a complaint with your local supervisory authority.
- **International data transfers.** As an Australian business, any personal information we hold about EU/EEA individuals is transferred to and processed in Australia (and any other countries listed in Section 9). Where required, we rely on appropriate safeguards, such as standard contractual clauses, to protect this information.
- **Data minimisation.** We aim to collect only the information necessary for the app's stated functionality, regardless of where a user is located.
- **Scope of EU data collection.** Our apps do not retain personal data, and we do not otherwise track or collect personal information from EU/EEA individuals through the apps themselves. The only way we collect personal information from someone in the EU/EEA is if they contact us directly by email.

If you are located in the EU/EEA and wish to exercise any of these rights, contact us using the details in Section 14.

14. Contact Us

For privacy-related questions or requests, contact:

MDM Magic

Email: legal@mdmmagic.au

Website: www.mdmmagic.au