INTELLIGENT CHOICE

Form notices

Privacy notice wording for the website and our emails (APP 5)

Version 1.1 | 24 October 2026 | Owner: Travis Shaw | Review: every 6 months | Printable blank copy

What this is. The short notices that sit next to every place we collect information, so people know who we are, why we ask, that we do not sell it, and where to read the policy. Use the wording as written, and change it only together with the Privacy Policy.

The wording

CALCULATOR RESULTS BOX (BESIDE THE EMAIL BUTTON)

> We use your email address to send your results and, if you like, one follow-up about a free chat. We do not sell it. Your summary is written from your ticked answers and sector only, never your name or email. Privacy Policy.

CONSULTATION AND CHAT FORMS (BESIDE SEND, EVERY FORM)

> We use these details to reply to you and prepare a free written proposal. Please do not include health, financial or other sensitive details. We do not sell your information. Privacy Policy.

CALCULATOR RESULTS EMAIL: FOOTER

> You received this email because you asked for it at intelligentchoice.digital. We may follow up once about a free chat. To stop, reply with the word STOP and we will remove you within 5 working days. Intelligent Choice AI Consulting, Melbourne.

CHAT REQUEST CONFIRMATION EMAIL: NO FOOTER

> No footer. The person has just asked for a chat, so the email is our reply. It is signed by Travis as in our client documents (photo, name, role, email and website), and replies go to travis@.

Where it goes (tick when the notice is live and tested)

- [ ] Every chat form: the Home page hero and the bottom-of-page forms (check each page that has one).
- [ ] AI Readiness Calculator: results box, next to the email button.
- [ ] Calculator results email: footer with the STOP wording.
- [ ] Chat request confirmation email: no footer; signed by Travis (photo and details); reply-to travis@.
- [ ] Each notice links to the Privacy Policy page (open the link) and is readable on a phone and in dark mode.
- [ ] Reply STOP: a test reply to the results email is actioned within 5 working days (Do not contact ticked in Airtable). Record the process in the Privacy register.

Notes:

Rules

1. ☐ **A new form means a new notice**
   Add the notice before the form goes live. No notice, no form.

2. ☐ **Keep the wording in step**
   If the policy changes what we collect or why, change the notices on the same day.

3. ☐ **Check at every six-month review**
   Open each form on the live site and read the notice.

Done by:	Date:	Next check: