Barcode Datalink Pty Ltd
ABN 27 086 728 234
12 Preston Way, Berowra NSW 2081
0414 53 53 95 · (02) 9636 5299
andrei@barcodedatalink.com · barcodedatalink.com

PRIVACY · BARCODE DATALINK PTY LTD

We do not sell your data, trade it, or hand it on.

That is the short version and it has been true since 1991. What follows is the long version — what we collect, who else sees it on the way to us, how long we keep it, and how to make us stop.

This page covers **this website and dealing with us**. Stocktakes Online is a separate system holding a different kind of data — your part numbers, bin locations and counts — and it has its own privacy statement at stocktakesonline.com.au.

1. START WITH THE PART MOST SITES WILL NOT TELL YOU

This website sets no cookies.

1.1 Not one, not even a “necessary” one. One thing counts visits and it does that without cookies, without following you anywhere, and without knowing who you are. It is named below, along with everything else this site touches. **You can confirm every word of this in about ten seconds with your browser's developer tools**, which is the only reason it is worth saying.

1.2 **One thing counts, and it is not Google**
Cloudflare Web Analytics, added 09-09-2026, loaded from `static.cloudflareinsights.com` and reporting back to `cloudflareinsights.com`. It records that a page was opened, which page, roughly where in the world from, and what sent you here. **No cookies, no identifier, nothing stored on your device, and no way to recognise you on your next visit or on anybody else's site.**

No Google Analytics, no Meta pixel, no chat widget, no heatmaps, no session recording. **Those are the ones that follow people, and none of them are here.**

1.3 **Almost nothing is fetched from elsewhere**
No fonts from Google, no scripts from a CDN, no embedded maps, no YouTube. One stylesheet and one script, both on our own domain. **There are three exceptions on the whole site and they are all below** — two you have to press, and the counter above, which loads on every page.

1.4 **One thing is stored on your device**
The light and dark switch remembers which one you chose, in your own browser's storage. **It never leaves your machine and we never see it.** Clearing your browser data removes it and nothing breaks.

1.5 **Why we changed our minds, said plainly.** Until 09-09-2026 this page said nothing counted you, and that **we had no idea how many people had read it**. That was true and we were proud of it. It was also why we could not tell which pages answered a question and which ones lost people halfway down — and a page nobody finishes is no use to the person who needed it.

So we picked the smallest thing that would tell us. **If it had needed a cookie we would have gone without.**

1.6 **The ones you have to press.** The ZT510 printer page, the MC3400 page and the ZT411 and ZT421 pages each link to Zebra's own video, on Zebra's server rather than copied onto ours. **Nothing loads from Zebra until you press the link**, and the video then plays in a new tab, on zebra.com. Pressing it is what tells Zebra you watched it. Not pressing it tells them nothing, and the photograph you see on our page comes from this site.

Changed on 25-11-2026. Until then the ZT510 and MC3400 pages had a video player that loaded the film from Zebra. This site's own security settings refuse anything loaded from another server, so the player never played. Now no page on this site loads anything from Zebra.

1.7 **And there is still no cookie banner**, which is the whole point of choosing a counter that does not need one. There is nothing here to consent to. **If a banner ever turns up on this site, something has been added that should not have been.**

---

2. WHAT REACHES US, AND BY WHAT ROUTE

What we collect, and who else sees it.

2.1 Two things reach us: what you type into a form, and what any web server records automatically.

2.2 **Who you are, and what the job is**

Every form on this site asks the same four things about you — **name, company, email and phone** — and then whatever the page is actually about: the printer model, how many devices, the fault, the site an engineer would be driving to. Name and email are required everywhere. The rest is there because it makes the answer better, and you can leave it blank.

There is **one box you cannot see**, and it is fair that you know about it: a hidden field labelled “leave this empty”. A person never fills it in. Automated spam fills it in every time, which is how the two get told apart. It holds nothing about you and it is the only hidden thing in the form.

If you would rather not use a form at all, andrei@barcodedatalink.com and 0414 53 53 95 both work.

2.3 **An IP address, a browser, a page and a time**

Every web server on earth writes this down; it is how a page gets sent back to the right machine. **We do not look at it, we do not build anything from it, and we cannot tie it to a person.**

Five companies see some of it, and here they are by name.

2.4 **Formspree — United States**

Every enquiry form on this site posts to Formspree, which stores the message and emails it to us. **So what you typed passes through a company in the United States before it reaches Berowra.** We asked them how long they keep it: on the plan we are on we can see the last thirty days, and older messages are not deleted automatically — so **we clear them out at the end of every month**. After that the only copy is the email sitting in our inbox in Australia.

2.5 **Cloudflare**

Cloudflare serves every page on this site. It sees the IP address of everyone who visits, because it cannot send the page back otherwise. **It is the reason the site is fast and the reason it stays up**, and there is no version of hosting a website where somebody does not do this job. Cloudflare is an American company with servers in most countries, and the page is usually sent from one in Australia.

Your browser may report a failed page to Cloudflare. Every page carries a setting that asks your browser to tell Cloudflare when a page fails to load — a dropped connection, a certificate that would not check. A page that loads is never reported. Cloudflare adds that setting, not us.

2.6 MYOB — Australia

If you become a customer, your name, company, address, ABN and invoice history go into our accounting system. That is MYOB, it is Australian, and it is where the books of most businesses in this country live. **Enquiries that never became orders never go near it.**

2.7 Stripe — only if you pay by card

Pay by card and the card is typed on **Stripe's own pages, not ours**. The number goes from your browser straight to Stripe and **never passes through this website**, which is the only responsible way for a company this size to take one. What comes back to us is your name, email, what you bought, the amount, and **the last four digits**. Stripe is an American company, and what you type on its pages may be held outside Australia under its own privacy policy.

Pay by bank transfer and Stripe is never involved at all, which is still how most of our customers pay. The tax invoice comes from MYOB either way.

2.8 PayPal — only if you choose it

We do not send you to PayPal, and there is no PayPal button anywhere on this site. It is on this list because a few customers would rather settle an invoice that way, and when they say so we send them what they need. What comes back to us is **your name, your email and the amount**. Whatever sits behind it — a card, a bank account, a balance — is between you and PayPal, and we never see it.

2.9 **That is the whole list.** Five companies, each doing one job we cannot sensibly do ourselves — and the last two only if you pay that way. Nobody else is given your details, nobody is sold them, and there is no arrangement anywhere that trades them for anything.

---

3. NOT "AS LONG AS WE NEED TO"

How long we keep it.

3.1 Two years, then it is deleted

Long enough that we still have the thread when you ring back about the same printer eighteen months later. **Not so long that we are sitting on a decade of strangers' phone numbers** for no reason anybody could defend.

3.2 Seven years on anything invoiced

The ATO sets that one and it is not our decision to make. **Service history we keep longer**, because knowing we replaced the printhead on that ZT411 in 2019 is exactly why we can help you with it now.

---

4. THE BIT EVERYONE ACTUALLY WANTS TO KNOW

Email, letters, and how to stop them.

4.1 If you have bought something from us, we may send you something from time to time — a new offer, a newsletter, or a letter telling you a warranty is about to run out. That last one is the most useful thing we post and it is the one people ring up to thank us for.

4.2 **You can stop all of it, any time.** Reply to the email, tell us on the phone, or email andrei@barcodedatalink.com and say so. We will not ask why and nobody will ring you to talk you out of it. Invoices, quotes and answers about equipment you already own keep coming, because none of that is marketing.

4.3 **People who have never bought anything are not sent it.** An enquiry that did not become an order does not go on any list, because there is no list for it to go on.

5. SECURITY, WITHOUT THE THEATRE

Keeping it safe, and what we will not promise.

5.1 There is very little here to steal

Every page is served over HTTPS. **We have never seen a card number** — not on this site, not over the phone. Card payments are handled by Stripe on Stripe's own pages, so there has never been a card number here for anyone to take, and most customers are invoiced and pay by bank transfer anyway. There is no login on this website, so there is no password of yours here either.

5.2 That nobody could ever get in

No one can honestly guarantee that a determined attacker cannot get into something, and **a company that tells you otherwise is selling you something**. What we can say is what is in the box: no card numbers, no passwords, and no database of visitors.

5.3 **Want to see it, correct it, or have it deleted?** Email andrei@barcodedatalink.com and ask. This is one person, one accounting system and one email account — so it is a short job rather than a formal process, and we will not ask you why.

Not happy with the answer? You can complain to the Office of the Australian Information Commissioner at oaic.gov.au. We would rather you told us first, but you do not have to.

5.4 **No computer decides anything about you.** Every enquiry is read by a person, and every quote, order and account is decided by one. The only automatic checks are spam filters, and the spam folder is read by a person before anything in it is deleted.

5.5 **If the business ever changes hands**, customer records would go with it, the same as the stock and the phone number. You would be told, and the buyer would be bound by what is written on this page.