

### 1. This Privacy Policy and the Australian Privacy Principles

- a) Oakwood Kitchens (Vic) Pty Ltd (ABN 35 006 626 964) (**OK, we, us, our**) is committed to providing quality products and services to you and this policy ("**Policy**") outlines our ongoing obligations to you in respect of how we manage your Personal Information, including how we collect, use, and share such information when you interact with us (including via our website at <https://oakwoodkitchens.com.au/> (**Website**)) and/or when you purchase products and / or services from OK.
- b) We have adopted the Australian Privacy Principles (**APPs**) contained in the *Privacy Act 1988 (Cth)* (**the Privacy Act**). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information. A copy of the APPs may be obtained from the website of The Office of the Australian Information Commissioner at [www.aoic.gov.au](http://www.aoic.gov.au).
- c) By interacting with us (including via our Website) and/or purchasing products and/or or services from OK pursuant to the OK Terms of Trade or otherwise, you agree to the collection and use of information in accordance with this Policy.

### 2. What is Personal Information?

- a) The Privacy Act currently defines "personal information" as information or an opinion about an identified individual, or an individual who is reasonably identifiable:
  - i. whether the information or opinion is true or not; and
  - ii. whether the information or opinion is recorded in a material form or not.

#### ("Personal Information")

Examples of Personal Information we collect includes names, addresses, email addresses and phone numbers.

- b) If information does not disclose your identity or enable your identity to be identified, it will in most cases not be classified as "Personal Information" as defined in the Privacy Act.

### 3. What Personal Information We Collect, How We Collect It and Why we Collect It?

- a) The kind of Personal Information kind we collect from you depends on your interactions with us via any means (eg. In person, via telephone, email or via our Website). The information we collect is generally in one of the following two categories:
  - i. Information about or from your device:

This is information we automatically collect about your device when you access our Website and includes information about your web browser, IP address, time zone, and some of the cookies information, what products or web pages you view, the websites or search terms and information about how you interact with the Website. Such information may be collected via the following technologies:

- A. "Cookies" – these are data files placed on your device and often include an anonymous unique identifier. For more information about cookies, and how to disable them, see <https://allaboutcookies.org/>.
- B. "Log files" – these track actions occurring on the Website, and collect data such as your IP address, browser type, internet service provider, referring/exit pages, and date/time stamps.
- C. "Web beacons", "tags", and "pixels" - these are electronic files used to record information about how you browse the Website. The above information enables us to tell when you use the Website and to helps to customise your Website experience. Generally, however, it is not possible to identify you personally from such information.

- ii. Information required to process your purchase of products and / or services from us, or to provide you with customer support:

Such information is collected directly from you via your interactions with us by telephone, email or via our Website, and includes information includes your name, billing address, shipping address, email address, phone number and credit card or other payment details.

- b) Where reasonable and practicable to do so, we will collect your Personal Information only from you. However in some circumstances we may also collect information from media and publications, from other publicly available sources third parties to assist with our marketing activities.
- c) We collect your Personal Information and other information (eg. Information about or from your device) for the primary purpose of selling our products and services to you, to provide you with the best service

experience possible with us, whether directly, by phone, email or via our Website, as well as providing information to our clients and marketing. We may also use your Personal Information and other information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure.

Some examples of the purposes for which we use your Personal Information include without limitation, the following:

- i. to provide you with information relating to products and/or services that you request from us;
  - ii. responding to requests for information and other general inquiries;
  - iii. deliver to you a more personalised experience and product/service offering;
  - iv. improve the quality of the products and/or services we offer;
  - v. internal administrative purposes; and
  - vi. marketing and research purposes;
- d) When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

#### **4. Disclosure of Personal Information**

- a) We customarily only disclose Personal Information to our employees, contractors and service providers who assist us in the provision of our products and services (and related operations) and the operation of our Website. For example, we may disclose your Personal Information to our employees, contractors, marketing providers, professional services advisors or IT providers.
- b) Your Personal Information may also be disclosed or exposed from time to time:
  - i. to maintenance and support personnel acting in the normal course of their duties;
  - ii. to third parties where you consent to the use or disclosure; and
  - iii. where required or authorised by law.

#### **5. Sensitive Personal Information**

- a) Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record, or health information.
- b) We will not collect sensitive information about you.

#### **6. Marketing**

- a) By purchasing products and/or services from us, making enquiries relating to our products and/or services, or interacting with us via our Website, you consent to the receipt of direct marketing material. We will only use your Personal Information for this purpose if we have collected such information directly from you, and if it is material of a type which you would reasonably expect to receive from us.
- b) We do not use sensitive Personal Information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature. Further, you may unsubscribe from our mailing/marketing lists at any time by contacting us in writing by email to [info@oakwoodkitchens.com.au](mailto:info@oakwoodkitchens.com.au).

#### **7. Security of Personal Information and Retention**

- a) The security of your Personal Information is important to us. Your Personal Information will be stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure. However, you acknowledge that no method of transmission over the internet or otherwise, or method of electronic or other form of storage is 100% secure and we cannot guarantee its absolute security.
- b) When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in customer files which will be kept by us for a minimum of 7 years, unless you ask us to delete the information.

#### **8. Overseas Transfer**

- a) Your Personal Information will not be disclosed to recipients outside Australia unless you expressly request us to do so.

- b) If you request us to transfer your personal information to an overseas recipient, the overseas recipient will not be required to comply with the APPs and we will not be liable for any mishandling of your information in such circumstances.

## **9. Access to your Personal Information and Correction**

- a) It is important to us that your Personal Information is up to date. We will endeavour to keep your Personal Information accurate, complete and up-to-date. However, if you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.
- b) If you wish to otherwise access your Personal Information, please contact us via email to [info@oakwoodkitchens.com.au](mailto:info@oakwoodkitchens.com.au). We will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information. Please note in order to protect your Personal Information we may require identification from you before releasing the requested information.

## **10. Third Party Websites**

Our Website may contain links to websites operated by third parties. If you access a third party website through our Website, Personal Information may be collected by that third party website. We make no representations or warranties in relation to the privacy practices of any third party provider or website and we are not responsible for the privacy policies or the content of any third party provider or website. Third party providers / websites are responsible for informing you about their own privacy practices and we recommend that you to read their privacy policies.

## **11. Policy Updates**

This Policy may change from time to time and the most current version of the Policy is available via our Website here [\[insert hyperlink for the page where the privacy policy will be on the Website\]](#). If you would like a copy of this policy emailed to you or if you would like a hard copy of the policy, you are welcome to request it by sending an email to [info@oakwoodkitchens.com.au](mailto:info@oakwoodkitchens.com.au).

## **12. Privacy Policy Complaints and Enquiries**

- a) If you have a complaint concerning the manner in which we maintain the privacy of your Personal Information, please contact us as set out below. We will consider all such complaints and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner. The Office of the Australian Information Commissioner can be contacted by telephone on 1300 363 992 or by using the contact details on the website [www.oaic.gov.au](http://www.oaic.gov.au).
- b) If you have any queries or complaints about this Policy please contact us by email at [info@oakwoodkitchens.com.au](mailto:info@oakwoodkitchens.com.au).