

Privacy Policy – EINHELL PROFESSIONAL

Einhell Australia Pty Ltd

Website: www.einhellpro.co.nz

1. Introduction

Einhell Australia Pty Ltd (“Einhell”, “we”, “us” or “our”) is committed to protecting your privacy and handling personal information in an open and transparent manner.

This Privacy Policy explains how we collect, use, disclose and store personal information when you visit our website, interact with us, purchase or register products, or otherwise engage with our products and services.

We comply with the Privacy Act 2020 (**Privacy Act**).

2. About us

Entity: Einhell Australia Pty Ltd (company no: 8868502, NZBN: 9429051546076)

NZ Business Address: Level 7, 30 Daldy Street, Auckland Central, Auckland, 1010, New Zealand

Phone: 1800 069 486

Email: hello@einhellpro.com.au

3. What personal information we collect

3.1 Personal information

Personal information includes information or an opinion about an identified (or reasonably identifiable) individual.

We may collect personal information as a result of our interactions or dealings with you including, but not limited to:

- Name
- Email address
- Telephone number
- Postal address
- Product and warranty information
- Account login details
- Communications you send to us
- Technical data such as IP address, browser type, device information and website usage data

4. How we collect personal information

We generally collect personal information directly from you when you:

- Visit or use our website
- Contact us or interact with customer support
- Register a product or warranty
- Subscribe to newsletters or marketing communications
- Participate in promotions, competitions or surveys
- Apply for employment with us

We may also collect personal information indirectly (i.e. from a source other than yourself):

- From retail partners or service providers (e.g. for warranty or after-sales support). This includes Bunnings (see: <https://www.bunnings.co.nz/>), Zendesk (see: <https://www.zendesk.com/>) and Machship (see: <https://machship.com/>).
- From third-party platforms used for analytics, advertising, reviews, payments or logistics. This includes, but is not limited to, Bazaarvoice (see: <https://www.bazaarvoice.com/>), Meta (see: <https://www.facebook.com/business>), Google (see: <https://business.google.com/aunz/google-ads/>), Issu (see: <https://issuu.com/>), Cloudflare (see: <https://www.cloudflare.com/>), Hotjar (see: <https://contentsquare.com/hotjar/>), TikTok (see: <https://www.tiktok.com/>) and The Trade Desk (see: <https://www.thetradedesk.com/>).

Information that is collected indirectly will be treated in accordance with Information Privacy Principle 3A. Your rights to access and correct any personal information that is indirectly collected and held by us are set out in section 13 of this Privacy Policy.

If we receive unrequested personal information, we will comply with our obligations under the Privacy Act. This may require taking reasonable steps to destroy or de-identify the information unless we are required by law to retain it.

5. Anonymity and pseudonymity

Where legally permissible and practical, you can interact with us anonymously or under a pseudonym.

However, in some circumstances (for example, warranty claims, purchases, account creation or employment applications), it may be impracticable for us to deal with you anonymously.

6. Purposes that we collect, hold, use and disclose personal information for

We collect, hold, use and disclose personal information for purposes including:

6.1 Technical administration and website operations

- Operating, maintaining and securing our website
- Ensuring content displays correctly
- Diagnosing technical issues
- Analyzing usage patterns to improve performance

6.2 Provision of products and services

- Processing enquiries and requests
- Managing accounts
- Administering warranties and after-sales support
- Communicating with you about products or services

If required personal information is not provided, we may be unable to deliver products, services or information to you or may be limited in how we can interact with you.

6.3 Marketing and communications

- Sending product updates, offers and promotions when permitted by law
- Managing opt-in and opt-out preferences

6.4 Analytics, advertising and improvement

- Understanding how users interact with our website
- Measuring campaign effectiveness
- Improving customer experience and website functionality

6.5 Employment

- Assessing and managing employment applications
- Recruitment and related administrative purposes

7. Cookies and tracking technologies

We use cookies and similar technologies to:

- Enable website functionality
- Remember preferences
- Analyze website traffic
- Support advertising and remarketing

You can manage cookie preferences through your browser settings or our cookie management tools. Disabling cookies may affect website functionality.

8. Disclosure of personal information

We may disclose personal information to:

- Our employees, contractors and related companies
- Service providers (including IT, analytics, marketing, logistics, payment and customer support providers)
- Retail partners for warranty or after-sales support
- People or entities considering acquiring an interest in our business or assets or our related companies
- Professional advisers and insurers
- Government authorities where required or authorized by law

We may also disclose your personal information for other purposes if:

- We notify you of the disclosure at or about the time of collecting the information;
- We have received your consent to the disclosure; or
- The disclosure is otherwise permitted or required by law.

9. Overseas disclosure

Some third-party service providers that we disclose your information to may be located outside New Zealand (including in the United States of America or the European Union).

Where we disclose personal information overseas, we take reasonable steps to ensure overseas recipients handle the information in a manner consistent with the Privacy Act.

10. Direct marketing

We may use your personal information to send marketing communications when permitted by law.

You may opt out of receiving direct marketing at any time by:

- Using the unsubscribe-link in communications, or
- Contacting us using the details in section 17 of this policy

We comply with our obligations under the Privacy Act when undertaking direct marketing.

11. Data security

Personal information may be held in the technology and other systems of Einhell or its third party service providers.

We take reasonable steps to protect personal information held by Einhell or its third party service providers from misuse, loss, and unauthorized access, use, modification, or disclosure.

This includes technical, physical and organizational security measures.

We also ensure employees receive appropriate privacy training and are subject to confidentiality and compliance obligations.

12. Data retention

We retain personal information only for as long as necessary to:

- Fulfil the purposes outlined in this policy, or
- Comply with legal, accounting or reporting obligations

When information is no longer required, we take reasonable steps to destroy or de-identify it unless we are required to keep it by law.

13. Access and correction

We take reasonable steps in the circumstances to ensure personal information we hold is accurate, up-to-date, complete, relevant, and not misleading.

You have a right to request access to personal information we hold about you and to request corrections if it is inaccurate, incomplete or out of date. We will grant access to the extent required or authorized by law and take steps reasonable in the circumstances to correct personal information where necessary and appropriate.

To make a request for access to or correction of your personal information, you can contact us using the details in section 17 of this policy.

We may require verification of your identity and may charge a reasonable administrative fee when providing you with access to your personal information would require us to incur costs.

We will respond to access or correction requests as soon as practicable, and in accordance with statutory timeframes. If we refuse your request to access or correct your personal information, we will provide you with written reasons for the refusal and details of complaint mechanisms.

14. Mandatory reporting of notifiable privacy breaches

If your personal information is involved in a privacy breach which we reasonably believe is notifiable or must be reported in accordance with the Privacy Act, we will inform the

affected individual/s and report this to the New Zealand Office of the Privacy Commissioner as soon as practicable.

15. Complaints

If you have a complaint about how we handle personal information, please contact us using the details below in section 17 of this policy.

We will:

- Acknowledge your complaint promptly
- Investigate it fairly and confidentially
- Aim to resolve it within 30 days
- Inform you of the outcome of the investigation into your complaint

If you are not satisfied with our response, you may also contact the New Zealand Office of the Privacy Commissioner. Website: <https://www.privacy.org.nz/>

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will be published on our website and applies from the date of publication. You can also obtain the latest Privacy Policy by contacting us and requesting a copy.

17. Contact us

For privacy enquiries, access requests or complaints, contact:

Einhell Australia Pty Ltd

Level 7, 30 Daldy Street, Auckland Central, Auckland, 1010, New Zealand

Phone: 1800 069 486

Email: hello@einhellpro.com.au