

## PRIVACY POLICY

### About this policy

Norman Australia Pty Ltd (ABN 50 629 428 780) ("Norman") is committed to protecting Personal Information we collect from you pursuant to the Privacy Act 1988 and the Australian Privacy Principles.

"Norman's website" means any of Norman's website including <https://normanaustralia.com.au> and <https://www.nienmade.com.cn/NormanAustralia> ("Norman's website").

"Personal Information" means your name, address, date of birth, gender, email address and telephone number.

"You" means the user that accesses Norman's website and extends to the entity which employs the you to research and order the goods.

Norman sells shutters, blinds and shades to retailers.

Norman respects your right to privacy and is committed to safeguarding the privacy of our customers. This policy explains how we deal with your Personal Information and applies to all transactions conducted on Norman's website.

### Why does Norman collect your Personal Information?

We collect your Personal Information to enable us to sell our goods to you. Norman may also use this information to promote or market its, or its related business', current and future goods to you.

### What Personal Information does Norman collect?

The types of information Norman collects include:

- your name, address, personal and/or work contact details and payment details that are required to provide the goods to you; and
- non-personally identifiable information, including but not limited to browser type, version and language, operating system, pages viewed while browsing the Site, page access times and referring website address. This non-personally identifiable collected information is used to assess visitor traffic, trends and delivering personalised content to you on Norman's website.

Norman does not collect any Personal Information it does not need.

Norman holds your Personal Information on a secure server in Australia.

### What if you don't provide your Personal Information?

If you can't or won't provide Norman with the Personal Information it reasonably requires, Norman may be unable to provide you the goods you wish to purchase.

### Acceptance of this Privacy Policy

By proceeding to use Norman's website, you hereby acknowledge acceptance of the terms of this Privacy Policy. If you do not agree with any aspect of this Privacy Policy, you should immediately cease using Norman's website.

If you complete a form on Norman's website, Norman will forward the information you submit to the product dealer or showroom ("Dealer") you select (and if not nominated, the Dealer that our system allocates based on your location). Each Dealer is independent from Norman and the Dealer you direct your communication to manages its own privacy policy and procedure. Please contact the Dealer or visit their website for more information on the respective privacy practices.

### How does Norman collect your Personal Information?

Your Personal Information will be collected:

- When you request information from or submit orders with Norman; and
- **When you access or request information via Norman's website;** and
- Through the use of 'cookies', which is an element of data that a website can send to your internet browser, which may then store it on your computer system. Norman's website uses cookies so that Norman can better serve you with tailored information when you return.

### How does Norman use your information?

Norman may use your Personal Information to:

- Manufacture and provide you with goods ordered;
- Conduct research (including but not limited to client surveys) concerning Norman's current and future goods; and
- Engage in marketing activities, such as:
  - Deliver target marketing, send you marketing communications to inform you about our events or affiliated events, and provide you with promotional offers tailored to you;
  - Our direct marketing list may be operated by software and servers located overseas and your Personal Information may be sent overseas as part of our marketing; and
  - We may also make you aware of new and additional goods and opportunities available to you. You may opt-out of our marketing communications at any time.

Norman will only use your Personal Information for the purpose of direct marketing and to sell your requested goods to you. That includes where we collected the Personal Information from you and you would reasonably expect the information to be used for direct marketing. In all other circumstances we will only use your Personal Information with your consent or where it is impracticable to obtain that consent. In all direct marketing correspondence sent to you we will give you the opportunity to "opt out" of receiving any further marketing correspondence.

Norman will not spam, sell or rent your Personal Information to any party.

In addition:

- Norman uses Display Advertising;
- Norman uses Remarketing with Google Analytics and Bing Ads to advertise online;
- Third-party vendors, including Google and Bing Ads, show Norman advertisements online; and
- Norman and third-party vendors, including Google and Bing Ads, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimise, and serve ads based on someone's past visits to our website.

### **Third party disclosure**

We may occasionally hire other businesses to provide services on our behalf. Those businesses will be permitted to obtain only the Personal Information they need to deliver the service. While Norman is in no way in control of, nor responsible for, its third parties privacy regime, Norman takes reasonable steps to ensure that these businesses are bound by privacy obligations to protect your Personal Information.

We may disclose your personal information:

- To any of our related entities, employees, officers, insurers, professional advisers, agents, suppliers, sponsors, government agencies or subcontractors insofar as reasonably necessary;
- To third parties who re-sell our goods;
- To third parties who help us analyse the information we collect so that we can administer, support, improve or develop our business and the services we provide to you; or
- To any other person with your consent (express or implied).

Where we disclose your Personal Information to third parties, we will request that the third party follow this Privacy Policy regarding the handling your Personal Information.

If there is a change of ownership in our business or a sale or transfer of business assets, we reserve the right to transfer to the extent permissible at law our user databases, including your Personal Information. The information may be disclosed under an agreement to maintain confidentiality. We would seek to only disclose information in good faith and where required by any other above circumstances.

Information that we collect may from time to time be stored, processed in or transferred between parties located outside Australia such as Taiwan. Norman takes reasonable steps to ensure that the parties responsible for the storage of Personal Information on overseas servers adhere to Norman's Privacy Policy.

### **Is your Personal Information secure?**

Norman is committed to ensuring that the information you provide to us is secure. In order to prevent unauthorised access or disclosure of your Personal Information, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

Notwithstanding the preceding paragraph, the transmission and exchange of information is carried out at your own risk. We cannot guarantee the security of any information. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering and break-ins. Norman cannot guarantee that loss, misuse, unauthorised acquisition, or alteration of your data will not occur, and we will not be liable to users for any such occurrences.

### External links

Norman's website may contain links to other websites. Norman is not responsible for the privacy practices of those other websites. Norman makes no warranty as to the accuracy or content of those linked sites, or that such links will remain current or be maintained.

### Security policy

The Internet is not a secure environment.

Norman takes reasonable steps to ensure the information you provide to Norman is, to the extent reasonably possible, secure and protected from risks such as loss, unauthorised access or use, destruction, modification or disclosure.

Norman wants to ensure that you can make payments with complete confidence online.

When making payments online, your financial details including your credit card number are passed through a secure server using the latest 112-bit SSL (Secure Socket Layer) encryption technology. SSL encryption is the industry standard and helps protect your personal details online.

### Changes to this Privacy Policy

Norman reserves the right to change this Privacy Policy from time to time. This Privacy Policy was last updated in July 2020.

### Need more information or want to make a complaint?

You have a right to access the Personal Information Norman has collected from you and to make a complaint if you wish. You may request details of your Personal Information by writing to Norman's Privacy Officer.

The accuracy of your Personal Information is important to us. Norman will take reasonable steps to ensure your Personal Information is accurate, complete and up-to-

date, please contact Norman's Privacy Officer if you believe any information is not accurate.

A small administrative fee may be payable for the provision of information.

Norman's Privacy Officer can be contacted at Unit 19, 14 Argyle Street, Albion, QLD 4010, on (07) 3256 1068 or at office@normanaustralia.com.au.