

KitchenAid Australia Pty Ltd ACN 601 363 419
Privacy Collection Notice (Updated January 2015)

KitchenAid Australia Pty Ltd (ACN 601 363 419) (**KitchenAid Australia**) uses this collection notice to set out the prescribed information in the Australian Privacy Principles (**APP**) contained in the Privacy Act 1988 (Cth).

1 KitchenAid Australia Privacy Policy

A complete summary of KitchenAid Australia's policies relating to the privacy of your personal information is available on the websites managed by KitchenAid Australia being www.kitchenaid.com.au, www.kitchenaid.co.nz, www.kitchenaidcommercial.com.au and www.kitchenaidcommercial.co.nz (together, the **Websites**). A printed copy of the privacy policy can be obtained free of charge by contacting KitchenAid Australia's Privacy Officer.

The Privacy Policy explains how you may access personal information held by KitchenAid Australia, seek the correction of the information, how you may complain about a breach of the APP, how to complain about a breach of a registered APP code (if any) KitchenAid Australia is bound by and how KitchenAid Australia will deal with a complaint.

2 KitchenAid Australia's contact details

If you have any questions or concerns regarding the KitchenAid Australia Privacy Policy or KitchenAid Australia's use of your information, please contact the KitchenAid Australia Privacy Officer at:

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| • Email: privacy@KitchenAid.com.au | • Fax: (02) 49026501 |
| • Telephone: (02) 49026500 | • Post: PO Box 185, West Wallsend, NSW 2286 |

3 How KitchenAid Australia collects your personal information (if collected from someone other than you)

KitchenAid Australia may collect your personal information from third parties including:

- your legal representatives;
- direct marketing database providers;
- sales agents;
- the Australian Tax Office (ATO);
- the Australian Securities and Investment Commission (ASIC) and
- public sources (directories, membership lists, professional and trade associations, bankruptcy or court searches).

4 Why did KitchenAid Australia collect the personal information?

The main purposes for which KitchenAid Australia collects, holds, uses and discloses personal information is to provide products, services, and information in connection with KitchenAid Australia's brands to interested parties.

KitchenAid Australia collects information to service its customers and distributors. KitchenAid Australia can use your information to:

- provide you with further products and/or services;
- to answer or forward any requests or enquiries;
- inform interested parties of products and/or services offered by KitchenAid Australia;
- present information relevant to you on the Websites;
- deliver or enhance products and/or services offered by KitchenAid Australia;
- maintain contact with you about products and/or services offered by KitchenAid Australia; and
- any other purpose directly related to KitchenAid Australia work and for which you have provided consent (where it is reasonably required by law).

The Websites may require subscriptions or registrations in order to use certain services, functions or content. You will know what information is being collected via these processes when you complete the relevant forms and provide the required details prior to submitting the application. KitchenAid Australia will collect data relating to any transactions you carry out through the Websites and the fulfilment of your order.

KitchenAid Australia may also use your data to monitor for any unauthorised use of the Websites, content or subscriptions to KitchenAid Australia's services.

5 Consequences to you if KitchenAid Australia does not collect all or some of your personal information

You can refuse to provide personal information. However a refusal may mean that the service you requested is not provided or products and/or services will be refused or forfeited.

6 Sharing your personal information

KitchenAid Australia may use and disclose personal information for related purposes to third parties. Types of organisations to whom KitchenAid Australia may disclose your personal information include:

- government bodies such as ATO, ASIC, Australian Prudential Regulatory Authority, the police or courts (as required by law);
- professional or government organisations; and
- anyone to whom KitchenAid Australia assets or business (or any part of it) is transferred;
- KitchenAid Australia's contracted service providers including:
 - sales agents;
 - information technology service providers;
 - marketing and communications agencies;
 - mailing houses, freight and courier services;
 - printers & distributors of marketing material; and
 - external advisers (recruiters, auditors and lawyers).

KitchenAid Australia does not rent, sell or exchange your personal information to third parties without your prior approval.

7 Does KitchenAid Australia disclose your personal information overseas?

KitchenAid Australia and its related entities may disclose your personal information to other third party service providers operating outside Australia who work with KitchenAid Australia or one of KitchenAid Australia's suppliers, agents, or partners. KitchenAid Australia may also store your personal information on servers based overseas or in the "cloud" or other types of networked or electronic storage.

Before disclosing your personal information to an overseas third party, KitchenAid Australia will first take reasonable steps to ensure that the overseas recipient:

- does not breach the Australian Privacy Principles in relation to your personal information; or
- the recipient of the information is subject to a law, or binding scheme, that has the effect of protecting your personal information in a way that is substantially similar to the way in which the Australian Privacy Principles protect the information.

Personal information may be disclosed by KitchenAid Australia to other KitchenAid Australia entities and third parties in jurisdictions including: New Zealand and the United States of America. The European Commission has recognized these countries as providing adequate protection of personal information.

To make it easy for you to deal with KitchenAid Australia and provide you with a more personal and consistent experience, KitchenAid Australia may exchange and combine personal information with related entities for the purposes described in this Privacy Policy.

If your personal information is collected using a document that references this Privacy Policy, you are taken to consent to the disclosure, transfer, storing or processing of your personal information outside of Australia.

You acknowledge and understand that by providing such consent:

- KitchenAid Australia will not be required to take steps as are reasonable in the circumstances to ensure that such third parties comply with the APPs;
- if the overseas recipient handles your personal information in breach of the APPs:
 - KitchenAid Australia will not be liable under the Act; and
 - you will not be able to seek redress under Act.
- the overseas recipient may not be subject to any privacy law or principles similar to the APPs;
- you may be unable to seek redress overseas;
- the overseas recipient is subject to a foreign law that could compel the disclosure of personal information to a third party, such as an overseas authority.

If you withdraw consent, KitchenAid Australia will not rely on this consent when dealing with your information going forward.