

**Blundstone®**

TASMANIA AUSTRALIA · 1870

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# WEBSITE PRIVACY POLICY



**BLUNDSTONE AUSTRALIA PTY LTD**



**BLUNDSTONE (U.S.A.) INC**

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# 1. INTRODUCTION

This website is owned and operated by Blundstone Australia Pty Ltd ACN 009 475 852 in conjunction with Blundstone (U.S.A.) Inc referred to as "Blundstone", "We", "our" and "us" in this website privacy policy. "We", "our", and "us" also includes third party people or organisations contracted to, or authorised to, deliver website activities, website services, or data processing activities for Blundstone acting directly on our behalf.

We respect your privacy and are committed to protecting your personal information. This website privacy policy explains how we look after your personal information, also known as personal data, when you visit our website (regardless of where you visit it from) and about your data privacy rights.

This website privacy policy aims to provide you information on how we collect and process your personal information through your use of this website, including any data you may provide through this website when you sign up to our newsletter, purchase a product or service or take part in a competition.

By using this site, you agree to this website privacy policy published on this website ("the website"). We reserve the right, at our discretion, to modify or remove portions of the website privacy policy at any time. This policy is in addition to any other terms and conditions applicable to the website. We do not make any representations about third party websites that may be linked to the website.

It is important that you read this website privacy policy together with any other privacy notice or terms and conditions we may provide on specific occasions when we are collecting or processing personal information about you so that you are fully aware of how and why we are using your data. This website privacy policy supplements the other notices and is not intended to override them.

## PROBLEMS OR QUESTIONS

We are the controller and responsible for this website. If you have any questions about this website privacy policy, including any requests to exercise your legal rights or you have a problem or complaint, please contact us set out below.

## CONTACT DETAILS

Full name of legal entity: Blundstone Australia Pty Ltd/Blundstone (U.S.A.) Inc

Contact Person: Blundstone Data Privacy Officer

Email address: [dataprivacy@blundstone.com.au](mailto:dataprivacy@blundstone.com.au)

Contact phone number: +61 03 6271 2200

Postal address: 88 Gormanston Road, Moonah, TASMANIA 7009

## **YOUR DUTY TO INFORM US OF CHANGES**

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.

## **THIRD PARTY PROVIDERS**

This website privacy policy also covers all third-party people or organisations contracted, employed and/or authorised by Blundstone specifically to undertake activities or functions related to this website and the data collected through it.

We require all third parties to respect the security of your personal information and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal information for their own purposes and only permit them to process your personal information for specified purposes and in accordance with our instructions.

All such third-party agents will be required to meet all Blundstone privacy policies and requirements.

## **THIRD-PARTY LINKS**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy policies. When you leave our website, we encourage you to read the privacy policy of every website you visit.

## 2. THE DATA WE COLLECT ABOUT YOU

We recognise the importance of protecting the privacy of information collected from and about visitors to our website, in particular, information that is capable of identifying an individual (“personal information”). This website privacy policy governs the manner through which your personal information, obtained through the web site, will be dealt with. This website privacy policy will be reviewed periodically. We welcome your comments and feedback.

### PERSONAL INFORMATION

Personal information about visitors to our website is collected only when knowingly and voluntarily submitted. For example, we may need to collect such information to provide you with further services or to answer or forward any requests or enquiries or to process a purchase. It is our intention that this policy will protect your personal information from being dealt with in any way that is inconsistent with applicable privacy laws.

Personal information (or personal data) means any information about an individual from which that person can be identified. It does not include data where the identity has been removed such as aggregated data.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data including first name, last name, username or similar identifier, title, date of birth and gender.
- Contact Data includes billing address, delivery address, email address and telephone numbers.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- Usage Data includes information about how you use our website, products and services.
- Marketing and Communications Data includes your communications content preferences.

When you purchase a product from us we may collect Financial Data such as credit card details and immediately transfer that data to an unaffiliated payment processor to process your payment for the product. We do not retain or store any of that Financial Data. Alternatively, we may allow you to directly use an unaffiliated payment service (“Payment Service”) to make your payment. When you use a Payment Service, you will be directed to the webpage for that Payment Service. Any information you provide when using a Payment Service may be collected and used by the Payment Service provider in accordance with that provider’s privacy policy. You should check the provider’s privacy policy to understand how it will handle your information.

We may also collect, use and share Aggregated Data such as statistical or demographic data. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect or process any Special Categories of personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership. We also do not collect or process genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation. Nor do we collect or process any information about criminal convictions and offences.

## **IF YOU FAIL TO PROVIDE PERSONAL DATA**

Where we need to collect personal information, or data, by law, or under the terms of a contract we have with you, and you fail to provide that data when requested we may not be able to perform the contract (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

## **CHILDREN**

If you are the parent or guardian of a child who is under the legal age for your jurisdiction and you believe that we may have collected their personal information please contact us at [dataprivacy@blundstone.com.au](mailto:dataprivacy@blundstone.com.au).

### 3. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

The methods through which we collect information and data include:

- **Direct interactions**

You may give us your Identity and Contact Data by filling in forms or by corresponding with us via this website. This includes personal data you provide when you:

- apply for our products or services;
- create an account on our website;
- browse our products and services and generally interact with our website;
- interact with our customer service team;
- subscribe to our service or publications;
- select content communication preferences;
- enter a competition, promotion or survey; or
- give us some feedback; or
- voluntarily submit your personal data to us for any reason.

Based on the country you select when interacting with or submitting correspondence through the website, your correspondence and any personal information provided may be automatically transferred to the relevant in-country approved Blundstone distributor for actioning. That Blundstone distributor will be subject to the relevant laws and regulations of its own country or territory in relation to any personal information it receives. You should check the relevant Blundstone distributor's privacy policy to understand how it will handle your information.

- **Automated technologies or interactions**

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

- **Third parties or publicly available sources**

We may receive personal data about you from various third parties as set out below:

- Technical Data from the following parties:
  - (a) analytics providers;
  - (b) advertising networks; and
  - (c) search information providers.
- Contact and Transaction Data from providers of technical and delivery services.

## 4. HOW WE USE YOUR PERSONAL INFORMATION

Personal information that visitors submit to, or through, our website is used only for the purpose for which it is submitted, or for such other secondary purposes that are related to the primary purpose, unless we disclose other uses in this website privacy policy or at the time of collection.

We will only use your personal information how and when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract / activity we have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

In addition, there may be other types of lawful basis that we will rely on to process your personal information from time to time.

You have the right to withdraw consent to processing or use of your data at any time by [contacting us](#).

### PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL INFORMATION

We have set out below, in a table format, a description of all the ways we may use your personal information, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by [contacting us](#).

'Performance of Contract' means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.



'Comply with a legal or regulatory obligation' means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Note that we may process your personal information for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal information.

Purpose/Activity	Type of information or data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation

Purpose/Activity	Type of information or data	Lawful basis for processing including basis of legitimate interest
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/ services and grow our business)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/ services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation

## MARKETING AND COMMUNICATIONS

We strive to provide you with relevant communications content preferences.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want, or what may be of interest to you. This is how we decide which content and offers may be relevant for you (we call this marketing).

Whether you have signed up to receive newsletters, requested information from us or purchased goods or services from us, or if you provided us with your details when you entered a competition or registered for a promotion we will ensure we have your consent before you receive any marketing communications from us.

## OPTING OUT

You can ask us to stop sending you content or marketing messages at any time by logging into the website and checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you, or by [contacting us](#) at any time.

Where you opt out of receiving marketing communications, this does not void the personal information provided to us as a result of a product/service purchase or other transactions.

## COOKIES

Cookies are data that a website transfers to an individual's hard drive for record-keeping purposes. Cookies, which are industry standard and are used by most websites, including those operated by us, can facilitate a user's ongoing access to and use of a site. They allow us to customise the website to your needs. If you do not want information collected through the use of Cookies, there is a simple procedure in most browsers that allows you to deny or accept the Cookie feature. But you should note that Cookies may be necessary to provide you with some features of our on-line services.

## CHANGE OF PURPOSE

We will only use your personal information for the purposes for which we collected it and have your consent for, unless we reasonably consider that we need to use it for another reason.

If we need to use your personal information for an unrelated purpose, in order to satisfy a legal or regulatory obligation, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law

## 5. DISCLOSURES OF YOUR PERSONAL INFORMATION

### DISCLOSURE

Apart from where you have consented, or disclosure is necessary to achieve the purpose for which it was submitted, personal information may be disclosed in special situations where we have reason to believe that doing so is necessary to identify, contact or bring legal action against anyone damaging, injuring, or interfering (intentionally or unintentionally) with our rights or property, users, or anyone else who could be harmed by such activities. Also, we may disclose personal information when we believe in good faith that the law requires disclosure.

We may engage third parties to provide you with goods or services on our behalf. In that circumstance, we may disclose your personal information to those third parties in order to meet your request for goods or services.

We may have to share your personal information with the following third parties for the purposes set out in [the table in section 4 above](#):

- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

## 6. INTERNATIONAL TRANSFERS

We are a global business and as such have global website infrastructure, such as servers and content distribution networks. As a result, your personal information may be stored outside of your country of residence and point of collection. We ensure we comply with the laws and regulations of the territory in which we collect, store or process personal information. For further information please refer to the relevant authority in your jurisdiction.

# 7. DATA SECURITY

## SECURITY

We strive to ensure the security, integrity and privacy of personal information submitted to or through the website, and we review and update our security measures in light of current technologies and changing regulations. Unfortunately, no data transmission over the internet can be guaranteed to be totally secure.

However, we will endeavour to take all reasonable steps to protect the personal information you may transmit or provide to us online. Once we do receive your transmission, we will also make our best efforts to ensure its security on our systems.

In addition, our employees and the contractors who provide services related to our information systems, including the website, are obliged to respect the confidentiality of any personal information held by us.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business requirement to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality and to do so in accordance with their obligations to the law.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## ACCESS TO INFORMATION

We will endeavour to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. If, at any time, you discover or suspect that information held about you is incorrect, you may contact us to have the information corrected.

In addition, our employees and the contractors who provide services related to our information systems, including the website, are obliged to respect the confidentiality of any personal information held by us.

## 8. DATA RETENTION

### HOW LONG WILL YOU USE MY PERSONAL INFORMATION FOR?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, tax or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances you can ask us to delete your personal information, [see request erasure in Section 9](#) for further information.

In some circumstances we may aggregate and anonymise your personal information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

# 9. YOUR LEGAL RIGHTS

## FURTHER PRIVACY INFORMATION

For more information about privacy issues and protecting your privacy, please consult the relevant legislation and authority in your country of residence.

Under certain circumstances, you have rights under data protection laws in relation to your personal information, as follows:

- Request access to your personal information. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal information to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal information for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal information. This enables you to ask us to suspend the processing of your personal information in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the information is unlawful but you do not want us to erase it; (c) where you need us to hold the information even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your information but we need to verify whether we have overriding legitimate grounds to use it.



- Request the transfer of your personal information to you or to a third party. We will provide to you, or a third party you have chosen, your personal information in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal information. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please [contact us](#).

### **NO FEE USUALLY REQUIRED**

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### **WHAT WE MAY NEED FROM YOU**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **TIME LIMIT TO RESPOND**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.