

PRIVACY POLICY

We have prepared this privacy notice to inform you about the nature, scope and purpose of the processing of personal information in relation to the services we offer on our website.

I. Definitions

'**APP entity**' means an organisation which is an individual; or a body corporate; or a partnership; or any other unincorporated association; or a trust which, alone or jointly with others, determines the purposes and means of the processing of personal information;

'**Personal information**' means any information or an opinion about an identified individual, or an individual who is reasonably identifiable whether the information or opinion is true or not; and whether the information or opinion is recorded in a material form or not;

'**Processing**' means any operation or set of operations which is performed on personal information or on sets of personal information, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

'**Recipient**' means a natural or legal person, public authority, agency or another body, to which the personal information are disclosed, whether a third party or not.

II. General Information

1. The APP entity

Heinzmann Australia Pty Ltd.
10 Virginia Street
Geebung QLD 4034
Australia
Telephone: +61 7 3868 3333
E-Mail: info.au@heinzmann.com

2. Contact details of the Data Protection Officer

OBSECOM GmbH
Königstr. 40
70173 Stuttgart
Germany
Telephone: +49 711 46 05 025-40
Telefax: +49 711 46 05 025-49
E-Mail: heinzmann@obsecom.eu

3. Legal bases

We process personal information based on at least one of the following legal bases:

- ▶ The individual has given consent to the collection and processing of his or her personal information for one or more specific purposes;
- ▶ The processing is necessary for the performance of a contract to which the individual is party or in order to take steps at the request of the individual prior to entering into a contract;
- ▶ The processing is required or authorised by or under an Australian law, or a court/tribunal order, to collect the information;
- ▶ The processing relates to any permitted general situation as described in the Australian Privacy Act 1988;
- ▶ The processing is reasonably necessary for, or directly related to, one or more legitimate functions pursued by us.

In this privacy policy we refer to the respective legal basis of the individual data processing operations.

4. Onward transfer of personal information

We forward personal information to recipients (data processors or other third parties) only to the extent required and only if one of the subsequent conditions are met:

- ▶ The individual has consented to the data transfer;
- ▶ The onward transfer is required to fulfil a contractual obligation or pre-contractual measure on the request of the individual;
- ▶ We are obliged by law to make such a transfer;
- ▶ The onward transfer is made on the basis of our legitimate interest or those of a third party.

5. Overseas recipients

We may use on our website external services provided by organisations based in overseas countries. If these services are active, personal information is collected in connection with the provision of the relevant service and may be transferred to and stored on servers in the overseas country.

The transfer of personal information to an overseas recipient is subject to legal or contractual permission in accordance with the Australian Privacy Act 1988. Unless we reasonably believe that overseas recipients are subject to a law, or binding scheme, that has the effect of protecting the information in a way that, overall, is at least substantially similar to the way in which the Australian Privacy Principles protect such information, we have taken reasonable steps to ensure that overseas recipients do not breach the Australian Privacy Principles in relation to the information transferred.

6. Rights of individuals

As an individual you have the following right:

- ▶ To access your personal information processed by us, except where the law allows us to refuse your request;
- ▶ To request the correction of personal information which is stored by that is inaccurate, not up-to-date, incomplete, irrelevant or misleading;
- ▶ To object to the processing of your personal information, for example, on grounds relating to your particular situation or if you object to processing for direct marketing purposes;
- ▶ To withdraw your consent given to us at any time. As a result, we are no longer allowed to continue to process the data that was based on this consent in the future;
- ▶ To lodge a complaint with the Information Commissioner, if you believe that our practices may be an interference with your privacy. The contact details of the Information Commissioner can be found on this website: <https://www.oaic.gov.au>

If you wish to assert the individual rights mentioned above, you can contact us or our Group Data Protection Officer at any time using the contact details above.

7. Erasure and restriction of personal information

Unless otherwise provided for in this privacy notice, personal information will be deleted, if this data is no longer necessary in relation to the purposes for which they were collected or otherwise processed and the deletion does not conflict with statutory retention requirements. In addition, we will erase the personal information processed by us on your request, unless the processing is necessary for exercising the right of freedom of expression and information, for our compliance with a legal obligation, for reasons of public interest, or for the establishment, exercise or defence of a legal claim. If personal information are required for other lawful purposes, they will not be erased, but their processing will be restricted.

8. Cookies

Our website uses cookies. Cookies are small text files that your browser automatically creates and stores on your device (laptop, tablet, smartphone, PC, etc.) when you visit our website. Cookies do no harm to your device, nor do they contain any viruses or other malicious software. The cookie stores information which is created in relation to the specific device you are using. However, this does not mean that we become immediately aware of your identity. Cookies are mainly used to make the website more user-friendly, effective and secure.

We use the following cookies on our website:

8.1 Necessary Cookies

The data processed by necessary cookies are reasonably necessary for the aforementioned purposes to protect our legitimate interests and those of third parties in the provision and operation of our website.

Name	_gat
Provider	Google
Purpose	Google Analytics: throttles the request rate to limit data collection on high traffic websites
Expires	10 Minutes
Sample content	1
Further information	https://policies.google.com/privacy?hl=en

Name	Session ID
Purpose	This cookie saves whether the cookie banner is hidden.
Expires	1 month
Sample content	1

8.2 Cookies for tracking and statistics

The legal basis for the use of cookies for advertising and market research is your voluntarily given consent

Name	_ga
Provider	Google
Purpose	Google Universal Analytics. Differentiation of unique users by randomly generated number as client ID. Used to identify returning visitors, calculate visitor, session and campaign data.
Expires	2 years
Sample content	GA1.3.1369932704.1580458261
Further information	https://policies.google.com/privacy?hl=en

Name	_gid
Provider	Google
Purpose	Google Universal Analytics. Used to distinguish users.
Expires	24 hours
Sample content	GA1.3.1183256634.1586250684
Further information	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en

Most browsers accept cookies automatically. However, if you do not wish to accept cookies, you can configure your browser so that no cookies are stored on your device or a message is displayed before new cookies are created. Information on how to remove cookies in Internet Explorer/Edge, please refer to: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>.

Information on the removal of cookies in Firefox, please refer to: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectlocale=en-US&redirectslug=delete-cookies-remove-info-websites-stored>. Learn how to remove cookies in Safari here: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>.

A general objection to the use of cookies used for online marketing purposes can be made for a variety of services, as explained at <http://www.youronlinechoices.com> or the opt-out page of the Network Advertising Initiative <http://optout.networkadvertising.org>. However, disabling cookies may mean that you may not be able to use all the features of our website.

III. Individual processing operations

1. Hosting

In order to make our website available, we use services provided by hosting companies, such as: Provision of web servers, disk space, database services, and security or maintenance services. Here we, or our hosting providers, process the reasonably necessary personal information of website visitors for providing efficient and secure access to our website.

2. Access data and log files

By visiting our website or its individual pages, your device's internet browser automatically sends information to the server of our website. This information is stored in so-called log files by us or our hosting provider and will be deleted after 4 weeks at the latest.

The following information is stored:

- ▶ IP address of the requesting computer;
- ▶ Date and time of access;
- ▶ Name and URL of the requested file,
- ▶ Website from which our site was accessed (Referrer-URL);
- ▶ The browser used and your computer's operating system;
- ▶ Status codes and the transferred amount of data;
- ▶ Name of your access provider.

This data will be used for the following purposes:

- ▶ The provision of our website, including all of its features and contents;
- ▶ To ensure a smooth connection to our website;
- ▶ To ensure a more user-friendly experience on our website;
- ▶ To ensure system security and stability;
- ▶ For anonymised statistical evaluation of website access;

- ▶ To optimise our website;
- ▶ For disclosure to law enforcement authorities in the event of unlawful interference/attacks on our systems;
- ▶ For further administrative purposes.

The processing is reasonably necessary to pursue our legitimate interest in the purposes mentioned above. Under no circumstances will we use the personal information collected for the purpose of drawing conclusions about a person.

3. General means of contact

If you contact us using the contact details published on our website (for example, by e-mail) and in this context provide us with personal data, we will use this data to process your request on the basis of Art. 6 (1)(b) GDPR, if your request is related to the performance of a contract or is required to perform pre-contractual action. In all other cases, processing is based on your consent in accordance with Art. 6 (1)(a) GDPR and/or our legitimate interest in the effective processing of requests addressed to us pursuant to Art. 6 (1)(f) GDPR. We will store your personal data until you ask us for deletion, revoke your consent to the storage, or the data are no longer necessary for the purpose for which they were collected (for example, after completion of your request). Mandatory statutory provisions - especially retention periods - remain thereof unaffected.

4. Contact form

If you contact us using the contact details published on our website (for example, by e-mail) and in this context provide us with personal information, we will use this data to process your request if your request is related to the performance of a contract or is required to perform pre-contractual action. In all other cases, processing is based on your consent and / or is reasonably necessary to pursue our legitimate interest in the effective processing of requests addressed to us. We will store your personal information until you ask us for deletion, revoke your consent to the storage, or the data are no longer necessary for the purpose for which they were collected (for example, after completion of your request). Mandatory statutory provisions - especially retention periods - remain thereof unaffected.

5. E-Mail direct marketing to customers

If we have received your e-mail address in connection with the sale of goods or services, we may use your name, e-mail address, your company affiliation if you are interacting on behalf of a company, and the type of goods or services you purchased from us for the direct marketing of our own similar goods or services. This applies if you would reasonably expect us to use or disclose the information for that purpose, you have not objected and we have provided a simple means by which you may easily request not to receive direct marketing communications from us. In all other cases we use personal information for direct marketing only if you have consented to the use or disclosure of the information for that purpose. We will store the personal information until you object to the processing or withdraw your consent.

6. Newsletter

If you would like to receive our newsletter we require your e-mail address, name. The data processing for the purpose of sending the newsletter takes place based on your voluntary consent by means of the so-called double-opt-in procedure. The e-mail address will be used and stored for this purpose until you withdraw your consent or unsubscribe from receiving the newsletter. You can unsubscribe at any time, for example by using the link at the bottom of each newsletter. You can also send your withdrawal/unsubscribe request at any time to the e-mail address given under Clause II

We embed a so-called counting pixel into our newsletters. A counting pixel is a miniature graphic embedded in the HTML format of the newsletter to allow us an analysis of the reader's reading behaviour. In this context, we gather information on whether, and at what time, a newsletter was opened by you and which of the links contained in the newsletter were accessed by you. We use this data to generate statistical evaluations of the success or failure of a marketing campaign to optimize the distribution of our newsletters and to better tailor the content of future newsletters to your interests. The collected data will not be passed on to third parties and will be deleted after the statistical evaluation.

IV. Google Services

Provider of the services below is Google Ireland Limited (Register No: 368047), Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter 'Google').

The information collected by Google in connection with the provision of the respective services may be transferred to and processed by Google servers in the USA and stored there. Please also note our information above on data transfer to third countries.

For more information about how Google handles personal data, please refer to Google's Privacy Policy: <https://policies.google.com/privacy?hl=en>. For information on the use of data for advertising purposes by Google, settings and your right to object please refer to <https://policies.google.com/technologies/partner-sites?hl=en>, <https://policies.google.com/technologies/ads?hl=en>, <https://adssettings.google.com/anonymous?hl=en>.

1. Google services for which your consent is required

The legal basis for the use of the following services, including any data transfer to overseas countries, is your voluntarily given consent.

1.1 Google Analytics

Our website uses Google Analytics. Google Analytics uses cookies. Google Analytics collects information about the visits of website users and analyses their behaviour. This data serves the purpose of developing a user-friendly website design, the continuous optimisation of our services and offers, to measure the success of marketing activities and to create statistical analysis. In this context, pseudonymised user profiles are created and cookies are used. Google Analytics collects information such as browser type / version, operating system, referrer URL (the previously visited page), host name of the accessing computer (IP address) and time of server request. The information generated is transferred to the US and stored on servers owned by Google. The collected user data and event data will be deleted after 14 months. Information may also be transferred to third parties if required by law or if third parties process this data on behalf of us or Google. Under no circumstances will your IP address be merged with any other data that is kept by Google. The IP address will be anonymised so that assignment is impossible. You can prevent the local storage of cookies by configuring your browser software accordingly. However, be advised that in this case you may not be able to use all the features of this website to the full extent possible. Additionally, in order to prevent Google from collecting and processing the data generated in relation to your use of the website you may download and install the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>. You can prevent Google from gathering your data by clicking on this link [[Deactivate Google Analytics](javascript:gaOptout())] which sets an opt-out cookie on your computer. This cookie ensures that Google Analytics will not collect and store any user data from your browser when visiting this website. Attention: If you delete your cookie cache, this will result in the opt-out cookie being deleted as well. Then you must re-activate the opt-out cookie again.

1.2 YouTube

Our website uses media content from the YouTube platform. Provider is Google Ireland Limited (Register No: 368047), Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter 'Google'). The purpose is to display content of the YouTube platform that relates to the content of our website. This service collects your IP address and any additional data Google may need to provide the YouTube content. The information gathered about your use of this website is stored on a server in the USA. This information may also be transferred to third parties if required by law or if third parties process this data on behalf of us or Google. If you are logged in to your YouTube account while you are visiting our website, Google can link your visit of our website directly to your YouTube user account. If you do not want Google to be able to associate the data collected on our website with your respective user account on YouTube, you must first log out of YouTube.

2. Other Google services

The legal basis for the use of the following services are our legitimate interests. Our legitimate interests are listed below for each service individually.

2.1 Google Tag Manager

Our website uses Google Tag Manager to manage the website through a single tag management interface. Google Tag Manager only implements tags. This means no cookies are used and no personal data is collected. Google Tag Manager triggers other tags, which may collect data. However, Google Tag Manager does not access this data. If deactivated at the domain or cookie level, it will remain effective for all tracking tags as far as they are implemented with the Google Tag Manager. Our legitimate interests in the use of Google Tag Manager are the efficient maintenance of our website and the central administration of HTML elements.

V. Links to social media profiles

On our website we refer with hyperlinks to social media profiles in social networks. When you actively click on a link to such a profile, your browser establishes a direct connection with servers of the respective social media network, whereby the provider obtains knowledge of your visit. If you are simultaneously logged in to the respective social network, the provider can assign the visit to the profile to your user account. In this context, personal information may be processed in the USA. For more information on the processing of personal information, please refer to the privacy policy of the respective social media network. The purpose of linking our website to social media profiles is to increase the visibility of our website. Clicking on a social media link takes place on the basis of your voluntary decision. The legal basis for any data transfer to overseas countries is also your voluntarily given consent.

VI. Media content

Our website partially uses third party content loaded directly from servers of the content providers, as named below. The purpose of integrating this content is to make our website more attractive.

1. Other Media content

Our legitimate interest in using third-party content is to improve the reach of our website through attractive web content. Further legitimate interests are listed individually below.

1.1 OpenStreetMap

This website uses the OpenStreetMap service to display site plans, maps, terrain data or geographical maps. The provider is the Openstreetmap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom (hereinafter "OSMF"). This service records your IP address, which of our Internet pages you have visited and, if applicable, further data required by OSMF for the provision of the maps (e.g. location data). For more information please refer to OSMF's privacy notice at: https://wiki.osmfoundation.org/wiki/Privacy_Policy.

