

# Privacy Policy - Miele Australia Pty Ltd

To preserve the confidentiality of all information you provide to us, we have adopted the following Privacy Policy.

This Policy outlines the obligations which Miele Australia Pty Ltd ABN: 96 005 635 398 of Level 4, 141 Camberwell Road, Hawthorn East, VIC, 3123 (**Miele, we and us**) has in managing the personal information we hold and collect about our clients, potential clients, contractors and others.

Miele is bound by the Australian Privacy Principles (“**APPs**”) and the *Privacy Act 1988 (Cth)* (**Privacy Act**). We take privacy seriously and are committed to observing the applicable APP’s and information handling practices. In this Policy, Miele is comprised of all its offices, branches and affiliates.

By providing personal information to us, you consent to us collecting, holding, using and disclosing that personal information in accordance with and for the purposes specified in this Privacy Policy and any other arrangements that apply between us.

You are not required to provide personal information to us. However, if you do not provide us with all the information we request, we may not be able to provide you with our services, our services may be affected or we may not be able to respond to you.

## Head Quarters

Miele Australia Pty. Ltd.  
ACN 005 635 398 ABN 96 005 635 398  
Level 4, 141 Camberwell Road, Hawthorn East, VIC, 3123  
Telephone: 1300 4 MIELE (1300 464 353)  
www.miele.com.au

**What kinds of personal information do we collect?** The types of personal information that Miele collects will depend on your dealings with us – whether as a customer, Miele contractors or agents, employee, job candidate, website user, service provider or through your organisation's relationship with us.

The types of personal information that we collect may include:

- your name, phone number and contact details
- (including email and postal address)
- information about your use of our websites, services and engagement with us on our social media pages
- any other information you provide us in any form you may have submitted to us (including your feedback), or in other forms of interaction with you

- in addition, if you are a job applicant or employee, your gender, date of birth, professional title and employer, your employment history, education background, bank account information and other information related to your application or employment.

In most cases, if personal information requested is not provided, we may not be able to supply the relevant product or service.

## Sensitive Information

Some personal information which Miele collects may be 'sensitive information.' Sensitive information includes information relating to a person's racial or ethnic origin, political opinions, religion, trade union or other professional or trade association membership, sexual preferences, criminal record and health and biometric information that is also personal information.

Sensitive information will be used and disclosed only for the purpose for which it was provided or a directly related secondary purpose, unless you agree otherwise, or where certain other limited circumstances apply (e.g. where required by law).

## How does Miele collect Personal Information?

Where practicable, we will collect personal information directly from the individual concerned. Miele usually collects personal information directly from you in the following circumstances:

- where you purchase or request quotations for Miele products
- when you contact, communicate with and give us feedback directly (by phone, in person, and by email)
- when you submit online enquiries
- when you provide information via social media pages (for example, on Miele's Facebook page).

Sometimes we will collect it from a third party, such as an Authorised Miele Agent or Authorised Miele Service Partner. The type of information we collect, and where we get it from, will depend on the product or service. If you deal with us by telephone it is possible your call may be monitored or recorded.

The purpose of doing this will depend on which part of our business you are dealing with. We may record or monitor your call for training, quality and verification purposes.

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## For what purposes do we collect your personal information?

Miele collects your personal information for the following purposes:

- to provide the products and services we offer, which includes a broad range of Miele products, after sales support, delivery, maintenance and installation service etc
- to engage in advertising and market our products to you
- to engage in customer satisfaction and market research by issuing surveys and questionnaires to customers
- to offer Miele for Life member customers exclusive offers and membership content
- to send service, support and administrative messages, reminders, technical notices, updates, security alerts, and information requested by you
- to respond to questions and obtaining feedback, including via post-delivery or post-servicing surveys
- for planning, product development and to seek feedback on our products and services
- to consider and process your employment application
- to protect our rights and interests, comply with our legal obligations, resolve any complaints or disputes, and enforce our agreements with third parties.

We will use and disclose the personal information we hold about you for the main purpose for which we have collected the information (for example, if you request a Product related Service or Repair we will disclose the information to an Authorised Miele Repair Partner for the purpose of completing the repair or service works). We may use and disclose the personal information for a secondary purpose related to that main purpose where the individual would reasonably expect us to do so.

## Disclosure of your personal information

Where we outsource our functions, or engage contractors or agents, it may be necessary for members of the entities to which we outsource to access your personal information to continue to provide products and services to you. Miele contractors and agents will be bound to adhere to the relevant privacy handling legislation, policies and practices in relation to the use or disclosure of your personal information. If any personal information we need is not available, or not provided, we may not be able to provide the relevant product or service.

Miele may disclose your personal information to:

- other members / personnel within Miele;
- other companies or individuals who assist Miele in providing services or who perform functions on their

behalf (such as mailing houses and Authorised Service Agents)

- payment systems operators (e.g. merchants receiving card payments)
- anyone to whom our assets or businesses (or any part of them are transferred)
- courts, tribunals, regulatory authorities and law enforcement agencies;
- specific third parties authorised by you to receive information held by us.

Miele may also collect personal information from these organisations and individuals, and we will deal with that information in accordance with this Policy.

## We aim to keep your information up-to-date

We rely on the personal information we hold about you in conducting our business. Therefore, it is important that the information we hold about you is accurate, complete and up-to-date. This means that from time-to-time we may ask you to tell us if there are any changes to your personal information. If you find that information we hold about you is incorrect, please contact us immediately.

## How to gain access to, and correct, your Personal Information

You may request access to your personal information via making a request in writing and directing it to:

The Privacy Officer  
Miele Australia Pty Ltd  
PO Box 4084  
Auburn South VIC 3122

Following the receipt of your requests, our Privacy Officer will be in contact to verify your identity and provide you with an estimate of the charge and confirm whether you wish to proceed with accessing your information. Miele may charge a fee for informing an individual what information it has about them. This fee will be charged to cover Miele's reasonable costs in locating and supplying the information.

Generally, Miele allows individuals access to the information it holds about them within a reasonable time after they have made a written request for access. In some instances, Miele may refuse to give an individual access to requested information. If it does so it will provide that individual with the reason it has refused them access.

We may also decide to provide you with limited information. If we do so, we will let you know why your request has been limited.

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You can also ask us to correct your personal information by contacting our Privacy Officer. We will also need to verify your identity in order for your information to be corrected. If you seek a correction and Miele disagrees that the information is incorrect, Miele will provide you with written reasons for taking that view.

### Management and security of personal information

The APPs require Miele to take reasonable steps to protect the security of personal information. The security of your information is important to Miele.

Miele personnel are required to respect the confidentiality of personal information and the privacy of individuals. Miele takes reasonable steps to protect personal information held from misuse and loss and from unauthorised access, modification or disclosure.

Some of the ways we protect your information include but are not limited to:

- security of external and internal premises;
- restricting access to personal information to employees who need it to perform their day-to-day functions;
- providing employee training in relation to privacy and confidentiality;
- data encryption technology and firewalls; and
- maintaining technology to prevent unauthorised computer access including identifiers and passwords.

Where Miele no longer requires your personal information for a permitted purpose under the APPs, we will take reasonable steps to destroy it.

### Disclosing information overseas

Miele may disclose your personal information to the following overseas recipients:

- other members of the MIELE Group (including those members located in New Zealand and Germany);
- to other companies or individuals who assist us in providing services or who perform functions on our behalf (such as third party service providers located in the United States and the United Kingdom);
- to anyone else to whom you authorise us to disclose it; and
- to anyone else where we are required to do so by law.

### Website Collection

When using the public area of our website, you are not required to provide us with any personal information if you do not wish to do so and we do not monitor or collect personally identifiable information from you on your use of the public sections of the website.

However, we will collect personal information if you commence or submit an order via the Miele online shop, submit an online enquiry or seek to make contact with Miele via the website.

### Our use of cookies

Cookies are pieces of information that a website transfers to your computer's hard disk for record keeping purposes and which allow us to provide you with customised services. Cookies can make the web more useful by storing information about your preferences on particular sites, thus enabling website owners to provide more useful features for their users. They can also help us provide information which is targeted to your interests. Cookies contain no name or address information or any information that will enable anyone to contact you via telephone, e-mail or any other means.

Most browsers are initially set to accept cookies. If you would prefer, you can set your browser to refuse cookies. However, given that we may sometimes use cookies, you may not be able to take full advantage of our website, if you do so.

While we do not use browsing information to identify you personally, we may record certain information about your use of our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer, the name of your internet service provider, the website from which you visit us, the websites you actually visit, and the date and length of your visit.

### Buyers Guide

On our website, we use Guided-Selling-service provided by our service provider Neo Commerce GmbH, Max-Bill-Str. 8, 80807 Munich, Germany („Neocom“). The Guided-Selling-service helps you to find the right product faster and more efficiently. After only a few questions, initial product suggestions are made. The products get populated based on how well it fits your needs. You are free to decide whether you like to use the service. In this context, we only process meta data of an HTTP Web request as referrer, your IP-address, browser language and user agent (browser/ OS type & version) and your data shared with us by using the service. The data will not be stored. We process your data in order to provide you the service. The legal basis for the processing is Art. (6)(1)(a) GDPR or its equivalent in non-EEA jurisdictions. If you purchase a product, the legal basis for data processing is Art. 6 (1)(b) GDPR or its equivalent in non-EEA jurisdictions. Neocom acts as a processor on our behalf and acts upon our instructions.

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In the context of the use of services, we also store information in your session storage, mainly in order to identify a user throughout multiple browser sessions. Please find more information to our cookie notice. For more information about Neocom and the Guided-Selling-service please visit <https://neocom.ai/>.

### Qualtrics

On our website, we use the services of Qualtrics LLC, 333 W. River Park Drive, Provo UT 84604, USA for customer-, product-, and brand surveys in order to regularly improve our products and services. When you are taking a survey, only log data (date and timestamp / information to your browser and browser settings / information to your device / usage date) will be processed. You are free to decide whether you like to participate on a survey. If you do not want to participate, you can just close the survey pop-up by using the "X"-button on the top right corner of the survey pop-up. The legal basis for the data processing is your consent, Art. 6 (1)(a) GDPR or its equivalent in non-EEA jurisdictions. You can revoke your consent with effect for the future at any time.

In the context of the use of Qualtrics services, we also use Qualtrics cookies, mainly to help keep track of survey sessions or to maintain survey sessions. Please find more information to our use of Qualtrics cookies in our cookie notice. For more information about Qualtrics LLC and use of personal data by Qualtrics please visit <https://www.qualtrics.com/privacy-statement/>.

### Information within the Survey window

In order to provide you with our Survey function, we must use Cookies. Without such technology, the service is not usable. Please find more information in our privacy notice and cookie notice.

### Web Beacons

Our web pages may contain electronic images, known as web beacons or spotlight tags. These electronic images enable us to count users who have visited certain pages on our website. Web beacons and spotlight tags are not used by us to access your personal information, they are simply a toll we use to analyse which web pages customers view, in an aggregate number.

### Digital Miele Assistant

The Digital Miele Assistant is a so-called chatbot provided by our technical service provider, e-bot7 GmbH, Perusastraße 7, 80333 Munich. The Digital Miele Assistant will assist you in the search for information on and purchase of Miele Service Packages, such as the Miele Service Certificate, Coffee Care or Exclusive Care Packages. You can simply enter your questions in the chat window. The Digital Miele Assistant will then provide you with answers. If you would like to request a Miele Service

Certificate, the Digital Miele Assistant will send you a link to the appropriate web form.

The Digital Miele Assistant does not answer any contract specific customer requests. If you have any such enquiries, please contact our customer service:

<https://www.miele.com.au/domestic/contact-us-45.htm>.

Personal details are neither required nor requested in order to use the Digital Miele Assistant. At the most, information about the respective appliance type is collected but not appliance identification, e.g. via a serial number, which is necessary for the Digital Miele Assistant.

We process your data to deal with your concerns and to control and improve our business and service processes, including the Digital Miele Assistant, which is our legitimate interest. The legal basis for the processing is Art. (6)(1)(f) GDPR or its equivalent in non-EEA jurisdictions. If you purchase a Miele Service Certificate or another Miele Service Package, the legal basis for data processing is Art. 6 (1)(b) GDPR or its equivalent in non-EEA jurisdictions. E-bot7 GmbH acts as a processor on our behalf and acts upon our instructions.

The questions you ask the Digital Miele Assistant, as well as the usage data, i.e. chat duration, time stamp of the messages, number of dialogues and approximate location of the users, are stored for a maximum of 90 days. After that, your questions will be deleted irrevocably. In addition, the usage data are stored anonymously for statistical purposes. Personal data is not evaluated.

### Optimizely

On our website we use an A/B testing tool provided by our technical service provider Optimizely AB, Torsgatan 11, Box 7007, 103 86 Stockholm, Sweden. Optimizely allows us to compare two versions of our website and then determine which version results in better performance. For this purpose, we must use Cookies and similar technologies named "Session storage" and "Local storage", in particular, for identifying visitors, tracking their actions, and delivering consistent experiences across page loads. We collect a Visitor ID and an IP Address, which is anonymized by default.

For a small portion of our website visitors (less than 10%), Optimizely Web Experimentation and Optimizely Performance Edge will attempt to collect performance and product usage telemetry; no personal data is collected. Cookies on the browsers of visitors who are sampled for this telemetry data are dropped from domain rum.optimizely.com.

For more information about Optimizely, please visit <https://www.optimizely.com/trust-center/privacy/>.

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## Hotjar

On our website we use Hotjar by Hotjar Ltd (“Hotjar”), Dragonara Business Centre, 5<sup>th</sup> floor, Dragonara Road, Paceville St Julian’s STJ 3141 Malta, that provides Software as a Service (SaaS), a third-party analytics service, to help us understand how visitors engage with our website and to optimize this service and experience.

Hotjar may collect and process data on our behalf, including clicks, mouse movements, and scrolling activity, what users do and don’t like, information about your device and browser, IP address (collected and stored in an anonymized format), unique device identifiers, referring URL and domain, pages visited on, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

Hotjar acts as a data processor, and we as a controller in accordance with the GDPR.

All data collected by Hotjar is stored in the European Economic Area. However, it might be possible the data will be transferred to sub-processors outside the EEA and/or the United Kingdom (“Third Countries”). There will be certain safeguards to ensure that the data is protected in accordance with the requirements of the GDPR.

For further details, please see Hotjar’s support site

[About Hotjar – Hotjar Documentation](#).

## SaleCycle

We use SaleCycle Ltd, Office 2.01, PROTO Building, Baltic Business Quarter, Abbots Hill, Gateshead, Tyne and Wear, NE8 3DF (SaleCycle). When you use our website, details of the products you’re looking to purchase and your email address and other data may be collected as you fill in your details. If you don’t complete your order, we may contact you (using the contact details provided) in order to offer our assistance in facilitating your purchase on our website. This is an optional service and you can choose to opt-out from receiving these messages at any time, by following the unlink in the footer of any such communications. Please see the SaleCycle Service Privacy Notice for more details regarding the cookies used by SaleCycle on our website:

<https://www.salecycle.com/service-privacy-notice/>

## Direct Marketing

From time to time we may use your personal information to inform you about products and services including special offers. If you do not wish to receive this information, simply let us know by contacting our Privacy Officer:

in writing to:

The Privacy Officer  
Miele Australia Pty Ltd  
PO Box 4084  
Auburn South VIC 3122, or

The Miele Customer Service Team  
Phone: 1300 464 353

Miele does not disclose your information to organisations outside of Miele for the purposes of allowing them to direct market their products to you. If you opt out from receiving marketing communications from us, we may still send you non-marketing communications about our products or services if required by law.

## Complaints and questions

If you have questions about how Miele handles your personal information, or if you have a complaint about Miele’s information handling practices, you can contact the Privacy Officer (details above).

In particular, if you wish to make a complaint about how Miele has handled your personal information, you should put your complaint in writing to our Privacy Officer.

Miele will acknowledge receipt of your complaint, verify your identity and will investigate and respond within a reasonable time of receiving a complaint from you. If you are not satisfied with the decision, you can contact us to discuss your concerns.

## Changes to our Privacy Policy

This Policy will be reviewed from time to time to take account of new laws and technology, changes to our operations and practices and the changing business environment. We may make changes to our privacy policy from time to time and for any reason. If we do, we will publish an updated Privacy Policy on our website. The most current version of this Policy is located at [www.miele.com.au](http://www.miele.com.au) and can be obtained by contacting the Miele Privacy Officer.