

Woodrow Kilns Pty Ltd — Privacy Policy

Effective: 25 September 2026

Replaces: Privacy Policy dated 14 March 2022

This revision: 25 September 2026 — analytics and advertising cookies run by default with an opt-out in Cookie settings; Amplitude autocapture, Session Replay and Web Experiment added (24 September 2026 revision added Google Analytics 4 and Google Ads)

Website: <https://www.kilns.com.au>

1. Who we are

Woodrow Kilns Pty Ltd (ABN 64 086 103 415) designs, manufactures and supplies pottery kilns and related accessories in Australia.

In this policy, **Woodrow Kilns, we, us** and **our** means Woodrow Kilns Pty Ltd and any related bodies corporate.

Contact

- Address: 28 Marshall Street, Dapto NSW 2530, Australia
- Phone: (02) 9191 7372
- Privacy email: privacy@kilns.com.au
- Website: <https://www.kilns.com.au>

This policy applies to personal information we collect through:

- our website at www.kilns.com.au (hosted on the Wix platform);
- sales enquiries, quotes, orders, warranty and service;
- phone, email, SMS and social media;
- suppliers, contractors, resellers and prospective employees;
- anyone who deals with us on behalf of a school, studio, business or other organisation.

By using the website or giving us personal information you acknowledge this policy. Using the site is not, by itself, consent to every use described here. Where the Privacy Act requires consent, we ask for it separately.

We may update this policy from time to time. The current version is the one published on our website. Material changes will be posted there. This version takes effect on 25 September 2026.

2. The Privacy Act

We handle personal information in accordance with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (APPs), including amendments made by the *Privacy and Other Legislation Amendment Act 2024*.

Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether or not it is true and whether or not it is recorded in a material form.

We treat website identifiers such as an IP address, a device ID and browsing activity as personal information where, alone or together, they could reasonably identify or single out a person.

We do not generally collect **sensitive information** (for example health, racial or ethnic origin, or biometric data). If you volunteer it — for example a health reason a kiln is needed — we only use it to respond to that request.

This policy is not a credit-reporting policy. We are not a credit reporting body. If we ever assess trade credit with a credit reporting body, we will tell you at that time.

3. What we collect

3.1 Information you give us

Depending on how you deal with us, this may include:

- name, job title and role;
- school, studio, business or organisation name, ABN and trading name;
- postal, delivery and billing addresses;
- email address, phone and mobile numbers;
- enquiry details (kiln model, room, power supply, intended use, delivery postcode);
- order, invoice, payment and warranty details;
- identification you provide if we need to verify who we are dealing with;
- information in emails, call recordings or messages you send us;
- supplier and contractor details;
- information from a job application (if you apply to work with us).

We collect payment information as needed to take payment. Card details, if collected through the website, are handled by the payment provider enabled on our Wix site — not stored in full by us.

Schools: we need staff or purchasing-officer contacts. We do not need student names, student emails or class lists, and we ask you not to send them.

3.2 Information collected automatically on the website

When you visit www.kilns.com.au, our website host, analytics tools and advertising tools collect:

- IP address and approximate location (city, region, country derived from IP);
- device type, operating system, browser and language;
- pages viewed, time on page, referring URL, outbound clicks;
- clicks, taps, scrolling and form interactions on our pages (not the text you type into forms);
- a session replay — a reconstruction of how you moved through and used our pages — with anything you type into form fields masked before it leaves your browser;
- a device ID, session ID and advertising click IDs stored in cookies;
- campaign tags if you arrived from a link that contains them (UTM parameters, GCLID and similar click IDs);
- technical logs needed to run and secure the site;
- unless you turn off Advertising in Cookie settings, information used to measure our Google ads and, if remarketing is on, to show you Woodrow ads on other sites in the Google network.

These tools are:

- **Wix.com Ltd** and its group (website hosting, forms, essential session cookies, and Wix's own site analytics if enabled);
- **Amplitude, Inc.** (product and website analytics);
- **Google LLC — Google Analytics 4** (website analytics) and **Google Ads** (ad measurement, conversion tracking and, if enabled, remarketing).

See section 7 for cookies and section 9 for overseas disclosure.

3.3 Information from other people

We may receive personal information from:

- a colleague or purchasing officer at your organisation;
- a reseller, electrician or freight provider involved in a job;
- publicly available sources (for example your school or business website);
- our professional advisers and IT contractors.

If you give us personal information about another person, you must be entitled to do so and should tell them about this policy.

4. How we collect it

We collect personal information:

- directly from you, including through Wix enquiry and quote forms, email, phone and in person;
- automatically through the website (Wix platform cookies and the Amplitude Browser SDK);
- from the third parties listed in section 3.3.

If you do not provide information we reasonably need (for example a delivery address or a contact email for a quote), we may not be able to quote, supply or support you.

5. Why we collect, use and disclose it

We only collect personal information that is reasonably necessary for our functions and activities. Those purposes are:

- responding to enquiries and preparing quotes;
- supplying kilns and accessories, arranging freight and installation support;
- accounts, invoicing, payment and debt recovery;
- warranty, spare parts and technical service;
- safety, product improvement and quality;
- running, securing and improving the website (including Amplitude and Google Analytics);
- measuring whether our Google ads led to a visit or enquiry;
- if remarketing is enabled, showing Woodrow ads to people who have visited the site, on other sites and apps in the Google network (unless they turn off Advertising in Cookie settings);
- dealing with suppliers, contractors and resellers;
- considering job applications;
- meeting legal obligations (tax, consumer law, work health and safety, and the Privacy Act);
- telling you about our products and services where the law allows (see section 10).

We do not sell personal information. Amplitude and Wix analytics are not used to advertise to you on other websites. Google Ads is used to measure and, if enabled, to remarket our own ads — see sections 7.4 and 10.

6. Who we disclose it to

We may disclose personal information to:

- our staff and contractors who need it to do their job;
- freight and logistics providers;
- electricians and service technicians we recommend or engage;
- the payment provider used on our Wix site;

- professional advisers (accountants, lawyers, insurers);
- IT and communications providers who host or support our systems;
- **Wix.com Ltd** (Israel) and its group — website hosting, forms, site operations;
- **Amplitude, Inc.** (United States) — website and product analytics;
- **Google LLC** (United States) and related Google entities — Google Analytics 4 and Google Ads;
- government agencies, courts or regulators if the law requires or permits it;
- a purchaser of our business, if we sell or restructure.

We take contractual steps with key processors (including Wix’s Data Processing Addendum, Amplitude’s Data Processing Addendum and Google’s Ads Data Processing Terms) so they only use the information to provide their service to us.

7. Cookies, the Wix platform and Amplitude

7.1 What cookies are

Cookies are small files stored on your device. Similar tools include local storage and pixels. Some are essential to run the site. Others help us measure how the site is used.

Australia does not have a standalone “cookie law”. When cookies collect personal information, the Privacy Act applies. We notify you when that collection starts (this policy plus the notice shown on first visit).

7.2 Wix (essential site operation)

The website is built and hosted on Wix. Wix sets first-party cookies that are required for the site to work, including session, security and fraud-prevention cookies such as:

Cookie (typical)	Purpose	Typical life
svSession / wixSession	Session and core site function	up to 12 months
XSRF - TOKEN	Security (request validation)	session
hs	Security	session
SSR-caching	Page rendering	up to 24 hours
bSession	Platform effectiveness	24 hours
TS*	Attack detection	session
fedops.logger.session Id	Stability / error tracking	up to 12 months

Wix also processes form submissions you send through the site (name, contact details, message and any other fields on the form).

If we enable **Wix Analytics** in the Wix dashboard, Wix will also record visits, pages and device information to produce traffic reports for us.

Wix's own privacy information: <https://www.wix.com/about/privacy>
Wix Users-of-Users DPA: <https://www.wix.com/about/privacy-dpa-users>
Wix subprocessors: <https://support.wix.com/en/article/list-of-wixs-sub-processors>

7.3 Amplitude (analytics, session replay and page tests)

We use Amplitude to understand how people use the website — which pages are useful, where people drop off, and how enquiry paths work — so we can improve the site and our products.

Amplitude, Inc. is given:

- a random device ID and a session ID;
- optional user ID — we do **not** set this to your name or email for ordinary browsing;
- IP address (on by default; used by Amplitude to derive approximate city / region / country);
- browser, device and operating system;
- pages and events, and campaign tags if present.
- clicks, taps, scrolls, page views and form interactions captured automatically by Amplitude autocapture, including the label or text of the element you clicked — but not the text you type into form fields;
- session replays: a reconstruction of your visit (page layout, scrolling, mouse movement, taps and clicks) with text typed into form fields masked, so Amplitude receives asterisks instead of your details;
- if we are running a page test, which version of the page you were shown.

Amplitude Browser SDK 2 sets first-party cookies on kilns.com.au:

Cookie	Purpose	Typical life
AMP_{first 10 characters of our project API key}	Device and session identity	365 days
AMP_MKTG_{same}	Campaign / UTM attribution	365 days
AMP_TEST_ / AMP_TLDTTEST_	Cookie-support test	seconds / session

We classify Amplitude cookies as **analytics / performance**, not advertising and not essential.

Amplitude's privacy notice: <https://amplitude.com/privacy>
Amplitude DPA: <https://amplitude.com/dpa>

Session Replay. We use Amplitude Session Replay to see how people use the site and where pages are confusing or not working. Replays are recorded for visits where Analytics is on. Text typed into form fields — including the enquiry form — is masked in your browser before anything is sent, so we cannot see what you typed. Session Replay keeps working data in your browser's storage (IndexedDB) rather than in cookies. Amplitude keeps raw replay data for 30 days under its standard settings, or longer (up to 12 months) if we buy extended retention.

Page tests. We may use Amplitude Web Experiment to show different versions of a page (for example, different wording or layout) and measure which works better. It is part of Analytics and follows the same Cookie settings.

Autocapture, Session Replay and page tests all stop if you turn off Analytics in Cookie settings. We do not capture the contents of enquiry form fields in Amplitude, and we do not set your name or email as your Amplitude user ID.

7.4 Google Analytics 4

We use Google Analytics 4 (GA4), provided by Google LLC, to measure visits, pages and events on the website. This sits in the same **analytics** category as Amplitude. We use GA4 for marketing and traffic measurement; we use Amplitude for product and path analysis.

GA4 typically sets first-party cookies on kilns.com.au:

Cookie	Purpose	Typical life
<code>_ga</code>	Distinguish browsers / devices (client ID)	up to 24 months
<code>_ga_<property></code>	Session state for our GA4 property	up to 24 months
<code>_gid</code>	Distinguish users (if present)	24 hours

Google may derive a coarse location from IP address. Google's current GA4 documentation says the full IP is not stored after that lookup. We still treat the client ID plus browsing activity as personal information.

We do not send your name, email, school or phone to Google Analytics as a user ID.

Google's partner-sites notice: <https://policies.google.com/technologies/partner-sites>

Google privacy policy: <https://policies.google.com/privacy>

Google Analytics opt-out add-on: <https://tools.google.com/dlpage/gaoptout>

If GA4 is linked to our Google Ads account, visit and conversion data can be used to measure ads and, if remarketing is on, to build audiences. That link is disclosed in section 7.5.

7.5 Google Ads

We use Google Ads, provided by Google LLC, to:

- run search and display ads for Woodrow Kilns;
- measure whether an ad click led to a visit or an enquiry (**conversion tracking**);
- if remarketing / similar audiences are enabled, show Woodrow ads to people who have visited this site when they use Google services or partner sites.

That last use is **direct marketing** under APP 7. You can opt out (section 7.6 and section 10).

Google Ads and the Conversion Linker typically set:

Cookie	Purpose	Typical life
_gcl_au	Conversion / ad-click linkage	about 90 days
_gcl_aw and other _gcl_*	Google Ads click ID (gclid) and conversion	about 90 days
IDE (doubleclick.net, third-party, if advertising features are on)	Ad delivery and remarketing	up to 13–24 months

We classify all Google Ads cookies as **advertising**, not analytics and not essential.

We do **not** use Enhanced Conversions or Customer Match (hashed email or phone uploaded to Google) unless we update this policy first. We do not put name, email or phone in page URLs or in Google event parameters.

Google Ads Data Processing Terms: <https://business.safety.google/adsprocessorterms/>

Google Ads Settings (opt out of personalised ads): <https://adssettings.google.com>

How Google uses information from sites that use its services:

<https://policies.google.com/technologies/partner-sites>

7.6 Your choices

Amplitude, Google Analytics and Google Ads run by default when you visit the site. You can turn them off at any time in Cookie settings, which is linked from the first-visit notice and the website footer. You can:

- turn off **Analytics** (Amplitude, including Session Replay and page tests, and Google Analytics);
- turn off **Advertising** (Google Ads);
- turn off both. Wix essential cookies are still set so the site can load.

Your choice is saved in your browser and applies to later visits until you change it or clear your cookies. Turning a category off stops further collection from that point; it does not delete information already collected. To ask us to delete analytics records we hold, email privacy@kilns.com.au.

You can also:

- use your browser settings to block or delete cookies;
- turn off personalised Google ads at <https://adssettings.google.com>;
- install Google's Analytics opt-out add-on;
- email privacy@kilns.com.au and ask us to stop using your details for analytics or marketing.

If you turn off Analytics and Advertising, the site still works. We will have a less complete picture of traffic and of which ads led to enquiries, and we will not use your later site visits to remarket to you via Google.

7.7 Other trackers

If we later add other advertising pixels (for example Meta or TikTok), we will name them in the on-site notice and in this policy before they run. A generic “we use cookies” line is not enough for those tools.

8. First-visit collection notice

Because Wix and Amplitude collect information when you arrive, a privacy policy alone is not the collection notice. On first visit we display a short notice that:

- names Wix, Amplitude, Google Analytics and Google Ads;
- says we collect pages viewed, clicks and page interactions, device type and approximate location from IP, and that Amplitude records sessions with typed form text hidden;
- says advertising cookies are used to measure our ads and, if enabled, to remarket on Google;
- says the data is processed overseas (see section 9);
- links to this policy;
- links to Cookie settings, where you can turn off Analytics, Advertising or both.

Wix essential cookies are always set so the site can load. Amplitude, Google Analytics and Google Ads start when the page loads, while the notice is displayed, unless you have already turned them off in Cookie settings. If you turn a category off, it stops for the rest of your visit (a page reload may be needed) and on later visits.

9. Overseas disclosure

Some of our service providers store or access personal information outside Australia.

Recipient	Role	Countries we can specify
Wix.com Ltd and Wix group	Website host, forms, site operations	Israel, United States, Ireland and other Wix group locations (including Germany, United Kingdom, Lithuania, India)
Amazon Web Services, Google Cloud and similar infrastructure used by Wix	Hosting and content delivery	United States, Ireland and other locations used by those providers
Amplitude, Inc.	Website analytics	United States (default AWS region). European Union (Germany) if we enable Amplitude EU residency
Google LLC and related	Google Analytics 4 and Google	United States (principal

Recipient	Role	Countries we can specify
Google entities	Ads	location). Google also operates facilities in Ireland and other countries

APP 8 requires us to take reasonable steps so an overseas recipient does not breach the APPs in relation to that information, unless an exception applies. Our reasonable steps include:

- using Wix under Wix’s Data Processing Addendum;
- using Amplitude under Amplitude’s Data Processing Addendum (which includes standard contractual clauses for relevant transfers);
- using Google Analytics and Google Ads under Google’s Ads Data Processing Terms;
- limiting what we send (no student lists; no name or email as an Amplitude or Google user ID for anonymous visits);
- masking form-field text in Amplitude Session Replay, and not enabling Enhanced Conversions or Customer Match unless this policy is updated first.

Overseas recipients are not bound by the Australian Privacy Principles in the same way we are, and the Privacy Act may not give you the same remedies against them. We remain responsible for the personal information we disclose.

We do **not** rely on a buried “by using this site you consent, so APP 8 does not apply” clause.

10. Direct marketing and email

We may use your contact details to tell you about kilns, parts, service and related offers where:

- we collected the details from you and you would reasonably expect us to use them that way; or
- you have consented.

You can opt out at any time:

- use the unsubscribe link in an email; or
- email privacy@kilns.com.au or call (02) 9191 7372.

We will not send you commercial electronic messages in breach of the *Spam Act 2003* (Cth).

Amplitude and Wix analytics are not used to advertise to you on other platforms.

Google Ads may use information about your visit to measure whether an ad worked and, if remarketing is enabled, to show you Woodrow ads when you use Google services or partner sites. That is direct marketing under APP 7. You can opt out by turning off Advertising in Cookie settings (linked from our website footer), by using Google Ads Settings at <https://adssettings.google.com>, or by emailing privacy@kilns.com.au. Opting out of personalised ads does not stop all Google ads — you may still see generic Woodrow ads that are not based on your visit to this site.

11. Storage, security and retention

Personal information is stored in our email and business systems and in systems run by our providers, including Wix and Amplitude. Those systems are hosted outside Australia (see section 9).

We take reasonable technical and organisational steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. That includes access controls, HTTPS on the website, supplier contracts, and limiting who inside the business can see enquiry and customer records.

No internet transmission is completely secure. Please do not send full payment-card numbers by ordinary email.

We keep personal information only as long as we need it for the purpose we collected it, or as the law requires. As a guide:

- quotes, orders, invoices and warranty records — generally seven years (tax and consumer-law records);
- unsuccessful job applications — generally 6 to 12 months;
- website analytics in Amplitude — for the retention period set on our Amplitude project (we will not keep event data longer than we need for site improvement);
- marketing lists — until you unsubscribe or the details are no longer current.

When information is no longer needed we take reasonable steps to destroy or de-identify it.

If we have reasonable grounds to believe an eligible data breach has occurred, we will assess it and, where the Notifiable Data Breaches scheme requires, notify affected individuals and the OAIC.

12. Access, correction and deletion

You may ask us to:

- tell you what personal information we hold about you;
- give you access to it;
- correct it if it is wrong, incomplete or out of date;
- delete analytics records we control in Amplitude, where that is practicable.

Email privacy@kilns.com.au. We may need to verify who you are. We will respond within a reasonable time, usually 30 days. We may refuse access in the limited situations the Privacy Act allows, and if we do we will say why (unless we are not required to).

13. Complaints

If you are unhappy with how we have handled your personal information:

1. Write to privacy@kilns.com.au (or post to the address in section 1).
 2. We will treat the complaint confidentially and respond within a reasonable time, usually 30 days.
 3. If you are not satisfied, you may complain to the Office of the Australian Information Commissioner:
 - Online: <https://www.oaic.gov.au/privacy/privacy-complaints>
 - Phone: 1300 363 992
 - Email: oaicintake@oaic.gov.au
 - Post: GPO Box 5288, Sydney NSW 2001
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14. Children and schools

The website is aimed at schools, studios, retailers and adult customers. It is not directed at children.

We do not knowingly collect personal information about children through the website. School customers should use a staff contact and should not submit student personal information on an enquiry form.

A Children's Online Privacy Code is required to be registered by 10 December 2026. We will review this section if that Code applies to this website.

15. Automated decisions

We do not use a computer program to make, or to do something substantially and directly related to making, a decision that could reasonably be expected to significantly affect an individual's rights or interests (for example a decision about credit, unique pricing, refusing supply, or hiring).

Ordinary Wix traffic reports and Amplitude dashboards are used by our staff to improve the website and products. They are not used to make those kinds of decisions about you.

If that changes, we will update this policy. From 10 December 2026, APP 1.7–1.9 will require extra detail in a privacy policy where automated decision-making of that kind is used.

16. Linked sites

Our website may link to other sites (resellers, freight, regulators, product manuals). Their privacy practices are their own. This policy applies only to personal information we handle.

17. Changes

We may amend this policy. The current version is published at <https://www.kilns.com.au/privacy-policy>. If we start using personal information for a new purpose that you would not reasonably expect, we will take additional steps to tell you where the Privacy Act requires it.

18. How to contact us

Privacy Officer

Woodrow Kilns Pty Ltd
28 Marshall Street, Dapto NSW 2530
Email: privacy@kilns.com.au
Phone: (02) 9191 7372