Our Commitment

CEA which is part of the CFC Group of Companies is the trading name we use in this policy to mean the multiple legal entities behind our many brands (see "How to contact us" table below for a list of legal entities and brands). CEA respects your right to privacy and understands that protecting your personal information is important. We comply with the relevant Privacy Act in each jurisdiction we operate within when handling personal information. This Privacy Policy explains how we collect, hold, use, disclose and protect your personal information.

This policy applies to everyone working for CEA or on its behalf including employees, contractors, subcontractors, suppliers and customers.

Our Approach

CEA will achieve its commitment by:

- Complying with all applicable Australian and international legislation.
- Only collecting, using, disclosing and destroying personal information by lawful and fair means for the primary purpose of employing you or enabling us to effectively perform our business activities.
- Not selling personal information to any third parties.
- Ensuring your rights and control over your personal information.
- Implementing reasonable controls over your personal information.
- Notifying you if your personal information is compromised.
- Encouraging and enabling everyone to comment on or raise concerns about the implementation of this policy.
- Managing any identified breaches of this policy through the CEA Code of Conduct.

Personal Information

Personal information means information about an identifiable individual (a natural person). The types of personal information we may collect about you includes:

- Your name.
- Images of you.
- Your location information (for example your GPS location).
- Your social media handles.
- Your contact details, including email address, mailing address, street address and/or telephone number.
- Your age and/or date of birth.
- Your medical history and records.
- Your, or your company's credit card or payment details.
- Your preferences and/or opinions.
- Information you provide to us through surveys.
- Details of products and services we have provided to you and/or that you have enquired about, and our response to you.
- Your browser session and geo-location data, device and network information, statistics on page views and sessions, acquisition sources, search queries and/or browsing behaviour.
- Information that we can use to authenticate you when you are logging in to our systems.
- Information about your access and use of our goods and services, including through the use of Internet cookies, your communications with our online services, the type of browser you are using, the type of operating system you are using and the domain name of your Internet service provider.

- Additional personal information that you provide to us, directly or indirectly, through your employment, use of our goods and services, associated applications, associated social media platforms and/or accounts from which you permit us to collect information. and
- Any other personal information requested by us and/or provided by you or a third party.

How we use and disclose Personal Information

We do not collect personal information or use cookies for the purposes of selling it to third parties.

We collect personal information so that we can effectively employee people, provide our goods and perform our services related to our business activities and functions across CEA. This may include using and/or disclosing your information for the following purposes:

- To employ you.
- To provide our goods and services to you.
- To update and maintain our records.
- To send communications, answer enquiries, process and respond to any complaints, provide information or advice about goods or services, send marketing information, provide general feedback, or otherwise contact you.
- To develop new offers, marketing strategies, products, goods and services to improve our businesses.
- To enable third-party providers to provide us with goods and services, such as assisting in the conducting of our business activities, IT, auditing, legal advice, printing and mailing services.
- To personalise and enhance your experience on our website(s) and other electronic platforms or databases, and to assess and improve the performance of our online presence.
- To authenticate you when you require access to our systems.
- To conduct recruiting activities and process applications for employment.
- To conduct workforce planning, research and development and any business processing functions.
- To ensure we comply with safety obligations and all applicable laws, rules, regulations and binding determinations or decisions of a regulator or any governmental authority.
- Where we are permitted to do so by the Act or instructed to do so by duly authorised legal enforcement bodies.

To facilitate the above purposes, we may disclose your personal information to others, such as our employees, related bodies corporate, contractors, service providers, customers, suppliers, or to any other third-party providers or organisations. Disclosure will only occur where you have expressly consented or the consent can be reasonably inferred, or where we are required or authorised by law to do so.

Overseas disclosure: For the purposes above, we may transfer your personal information to parties located outside of your country of residence. We have determined that the countries we may transfer your personal information to have equivocal privacy regimes. Our third-party suppliers may also make copies of your personal information as part of their internal technology resilience controls.

Access, Correction and Retention

As an employee or user of our goods, services and/or website(s), you have certain rights available to you regarding your personal information:

- You can request access to your personal information.
- You can request to have your information corrected or updated if it is found to be inaccurate.
- If you gave us your consent to process your data, you can withdraw your consent at any time (this will not affect any processing that has already taken place).

- You can request that we delete or anonymise your data under certain circumstances.
- You can restrict us from processing certain personal information.
- You can request to have your data transferred to another organisation.
- You can object to our use or processing of your information, including for marketing purposes.

At any time, you may exercise any of the above rights by contacting us at the contact details provided below. If you make such a request, we will endeavour to comply with that request and provide you with a suitable means of accessing that information. Before acting on your request we may ask you to verify your identity. We reserve the right to charge a reasonable fee to cover our administrative and other reasonable costs in complying with your requests, such as search and copying costs. We will not charge for the receiving of a request or any corrections to your personal information. If we are not able to fully comply with your request, we will tell you the reasons why.

We take all reasonable steps to ensure your personal information is destroyed or de-identified when no longer needed or when we are no longer required by law to retain it, whichever is the latter.

Cookies

We may use cookies on our online services from time to time. Cookies are text files placed in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do recognise you when you return to our online services and allow third parties, such as Google and Facebook, to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our online services with personal information, this information may be linked to the data stored in the cookie.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our online services.

How to contact us

Business Name	Websites	Email
C.F.C. Holdings Pty Ltd (JCB and DYNAPAC) CEA Specialty Equipment Pty Ltd (DITCHWITCH CEA Air and Power Pty Ltd (ATLAS) ELB Equipment Limited	www.cea.net.au www.jcbcea.com.au www.atlascea.com.au www.dynapaccea.com.au www.ditchwitchcea.com.au www.ringomaticcea.com.au www.ceapet.com.au www.cea.net.nz	privacy@cea.com.au

Links to other websites

Our services may contain links to other websites. We do not have any control over those websites and we are not responsible for the protection and privacy of any personal information which you provide whilst visiting those websites. Those websites are not governed by this Privacy Policy.

Responsibility

All CEA employees, contractors, subcontractors, suppliers, and customers are expected to read, understand, raise any concerns and adhere to this policy and all related supporting documents.

The Executive team are accountable for ensuring this policy is implemented.

The CEA Board has ultimate responsibility for ensuring this policy meets the minimum baseline obligations for each organisation within the CFC Group, is aligned with the CFC Group's values and is implemented by management. The CFC Group Board and subsidiary boards delegate operational oversight of privacy controls to their Audit & Risk Committees.

This policy has been approved by the CFC Group Board and will be reviewed biennially.

28 August 2025

Hylton Taylor
CEO

Dated