WEBSITE PRIVACY POLICY

Version 2.0, effective 3rd November 2026

This Privacy Policy applies to all personal information collected by KONUS GROUP PTY LTD (ABN 51 163 790 985) trading as Good & Should ("we", "us" or "our") via the website located at https://www.goodandshould.com (Website).

1. What information do we collect?

The kind of Personal Information that we collect from you will depend on how you use the website. The Personal Information which we collect and hold about you may include:

your name, email address and phone number; the content of your enquiry or chat messages; and information about how you use the Website, such as pages visited, device and browser type, and IP address.

2. Types of information

The Privacy Act 1988 (Cth) (Privacy Act) defines types of information, including Personal Information and Sensitive Information.

Personal Information means information or an opinion about an identified individual or an individual who is reasonably identifiable:

(a) whether the information or opinion is true or not; and

(b) whether the information or opinion is recorded in a material form or not.

If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "Personal Information" and will not be subject to this privacy policy.

Sensitive Information is defined in the Privacy Act as including information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive Information will be used by us only:

(a) for the primary purpose for which it was obtained;

(b) for a secondary purpose that is directly related to the primary purpose; and

(c) with your consent or where required or authorised by law.

3. How we collect your Personal Information

(a) We may collect Personal Information from you whenever you input such information into the Website or provide it to us in any other way.

(b) We may also collect cookies from your computer which enable us to tell when you use the Website and also to help customise your Website experience. The specific types of cookies or tracking technologies used and your choices regarding cookies are as follows. The Website uses essential cookies that it needs to work, and analytics cookies (Google Analytics and GoDaddy's website analytics) that help us understand, in aggregate, how people use it. We do not use advertising or tracking pixels. Google reCAPTCHA helps protect our contact form from spam and is subject to Google's Privacy Policy and Terms of Service. You can decline non-essential cookies using our cookie banner, and you can block or delete cookies in your browser settings, although parts of the Website may not work as intended.

(c) We generally don't collect Sensitive Information, but when we do, we will comply with the preceding paragraph.

(d) Where reasonable and practicable we collect your Personal Information from you only. However, sometimes we may be given information from a third party, in cases like this we will take steps to make you aware of the information that was provided by a third party.

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4. Purpose of collection

(a) We collect and use Personal Information for purposes including delivering our services and products, communicating with you, conducting analytics, and operating and improving the Website. In particular, we use Personal Information to respond to your enquiries and chat messages, to scope and deliver our work, to run, secure and improve the Website, and to meet our legal, tax and accounting obligations. We do not sell or trade Personal Information.

(b) We customarily disclose Personal Information to our third-party service providers who assist us in operating the Website and delivering our services, including our website, contact form and chat provider (GoDaddy), our analytics and spam protection providers (Google Analytics and Google reCAPTCHA), and our email and file storage provider (Microsoft 365). Your Personal Information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.

5. Security, Access and correction

(a) We store your Personal Information in a way that reasonably protects it from unauthorised access, misuse, modification or disclosure. When we no longer require your Personal Information for the purpose for which we obtained it, we will take reasonable steps to destroy or de-identify it. We retain Personal Information only for as long as we need it for the purposes in this policy, to meet our contractual obligations to you, or as required by law.

(b) To the extent the Australian Privacy Act 1988 (Cth) applies to us as an APP entity (subject to applicable turnover thresholds, exemptions and legal requirements), the Australian Privacy Principles:

(i) permit you to obtain access to the Personal Information we hold about you in certain circumstances (Australian Privacy Principle 12); and

(ii) allow you to correct inaccurate Personal Information subject to certain exceptions (Australian Privacy Principle 13).

(c) Where you would like to obtain such access, please contact us in writing using the contact details set out at the bottom of this privacy policy. Where the GDPR applies, you may also have additional rights of access, rectification, erasure, restriction of processing, data portability, objection to processing, and withdrawal of consent as described in clause 8.

6. Complaint procedure

If you have a complaint concerning the manner in which we maintain the privacy of your Personal Information, please contact us using the contact details set out at the bottom of this policy. All complaints will be considered by Olivia Tyler and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner (OAIC), or where the GDPR applies, to your local data protection supervisory authority in the European Union.

7. Overseas transfer

Your Personal Information may be transferred to or stored in Australia and the United States, subject to confirming actual locations with our third-party service providers. Other destination countries are not currently known. Overseas recipients may not all be subject to data protection laws that provide substantially similar protection to the Australian Privacy Principles. Where required by applicable law, we implement appropriate safeguards such as standard contractual clauses or rely on adequacy decisions. To the maximum extent permitted by law, and without limiting any non-excludable statutory obligations or liabilities under applicable privacy legislation, we limit our liability for mishandling of Personal Information by overseas third-party recipients.

8. GDPR

Where we offer goods or services to individuals in the European Union (EU) or monitor their behaviour, the European Union General Data Protection Regulation (GDPR) applies to our processing of their personal data to the extent of its territorial scope. Depending on the processing activity, we act as a data controller for personal data collected through our Website, and we may act as a data processor when we handle personal data on behalf of a client. We process personal data only under lawful bases recognized by the GDPR to the extent actually applicable and

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identified per processing purpose, including consent, performance of a contract, compliance with legal obligations, and legitimate interests pursued by us or a third party. If the GDPR applies to you, you have specific rights in relation to your personal data, including the right to request access, rectification, erasure (the right to be forgotten), restriction of processing, data portability, and the right to object to processing, as well as the right to withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You also have the right to lodge a complaint with a relevant EU data protection supervisory authority.

9. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by posting the updated policy on our Website with an updated effective date.

10. How to contact us about privacy

If you have any queries, or if you seek access to your Personal Information, or if you have a complaint about our privacy practices, you can contact us through: hello@goodandshould.com.

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