

PRIVACY POLICY

Plans on Demand Pty Ltd

Effective date: 02/10/2026

Last updated: 02/10/2026

Version 1.0

1. About this Privacy Policy

Plans on Demand Pty Ltd (POD) operates the Plans on Demand online platform and website.

We respect the privacy of people who use our website and services and are committed to handling personal information responsibly and transparently.

This Privacy Policy explains:

- (a) the kinds of personal information we collect and hold;
- (b) how we collect and hold personal information;
- (c) why we collect, use and disclose personal information;
- (d) when we may disclose personal information to designers, builders and other third parties;
- (e) when personal information may be disclosed or processed outside Australia;
- (f) how we use cookies and analytics technologies;
- (g) how you may access or correct your personal information; and
- (h) how you may make a privacy complaint.

Where the *Privacy Act 1988* (Cth) and Australian Privacy Principles apply to us, we will handle personal information in accordance with those requirements.

2. What is personal information?

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

Depending on how you interact with POD, we may collect information about buyers, website users, designers, builders, prospective customers, professional advisers and other people who interact with our platform.

3. Personal information we may collect

The kinds of personal information we may collect and hold include:

- (a) your name;

- (b) residential, business, billing or postal address;
- (c) email address and telephone number;
- (d) account details and login information;
- (e) details about the type of account you hold or seek to hold with POD;
- (f) details relating to purchases, orders, licences, enquiries and transactions;
- (g) billing and payment-related information;
- (h) information concerning plans and products you purchase, licence, upload, view or enquire about;
- (i) communications between you and POD;
- (j) information you provide when submitting an enquiry to a designer or builder;
- (k) business details, including business name, ABN, contact details and service areas;
- (l) professional registration or licence information supplied by designers and builders;
- (m) information concerning professional or business insurance where relevant to verification;
- (n) information submitted by designers in connection with plans, listings, profiles and their professional practice;
- (o) information submitted by builders in connection with verification, directory listings and indicative pricing;
- (p) information about your use of our website and platform, including device, browser and technical information;
- (q) information collected through cookies, logs and analytics technologies;
- (r) records of your acceptance of POD's terms, licences and agreements, including the version accepted and the date and time of acceptance; and
- (s) any other information you voluntarily provide to us.

We generally do not seek to collect sensitive information unless it is reasonably necessary for our functions or activities and permitted by law.

4. Licensed property addresses

A particular feature of the POD platform is that a buyer purchasing a Plan Licence is required to nominate the property address at which the relevant design is licensed to be used.

We treat a licensed property address as personal information where it identifies, or is reasonably capable of being associated with, an individual.

The licensed property address may be:

- (a) collected during checkout;
- (b) associated with the buyer and the relevant transaction;
- (c) recorded against the applicable Plan Licence;
- (d) incorporated or printed into the architectural drawings and other documents supplied under the licence, including as part of an address stamp, title block or watermark;
- (e) retained as part of POD's transaction and licence records; and
- (f) disclosed to the relevant designer or other authorised practitioner where reasonably necessary for the transaction, site adaptation, an enquiry or administration of the licence.

Because the licensed property address may be incorporated into documents delivered to the buyer, the address may continue to appear in those documents after they have been downloaded.

5. How we collect personal information

We may collect personal information directly from you when you:

- (a) visit or use our website;
- (b) create an account;
- (c) purchase a product or licence through guest checkout;
- (d) purchase or download a Preview Pack or other product;
- (e) register or seek verification as a designer or builder;
- (f) upload a plan, image, profile, listing or other content;
- (g) submit an enquiry;
- (h) communicate with POD;
- (i) subscribe to marketing or platform communications;
- (j) make a payment;
- (k) participate in the Verified Builder Partner Program; or

(l) otherwise interact with our platform or services.

We may also receive personal information from third parties where reasonably necessary for our functions, including payment processors, designers, builders, professional or business registers, service providers and other parties involved in providing or administering our services.

6. Information collected automatically

When you access our website, certain technical information may be collected automatically.

This may include:

- (a) IP address;
- (b) browser and device type;
- (c) operating system;
- (d) pages viewed;
- (e) date and time of access;
- (f) referring pages;
- (g) interactions with website features; and
- (h) diagnostic, security and performance information.

We may use this information to operate, secure and improve the website, understand how users interact with the platform and identify technical problems or misuse.

7. Why we collect and use personal information

We may collect, hold, use and disclose personal information for purposes including:

- (a) operating the POD website and platform;
- (b) creating and administering user accounts;
- (c) processing purchases and payments;
- (d) issuing and administering Plan Licences;
- (e) delivering purchased plans, Preview Packs and other products;
- (f) associating a Plan Licence with its licensed property address;
- (g) connecting buyers with designers for adaptation or related enquiries;

- (h) facilitating enquiries between users and verified builders;
- (i) verifying designers and builders;
- (j) operating the Verified Builders Directory;
- (k) administering designer listings and plan listings;
- (l) administering the Verified Builder Partner Program;
- (m) communicating with users about accounts, transactions and services;
- (n) providing customer support;
- (o) preventing fraud, misuse, infringement or unauthorised use of the platform or licensed material;
- (p) maintaining security and investigating suspected breaches;
- (q) maintaining business, financial and taxation records;
- (r) dealing with disputes, complaints and legal claims;
- (s) complying with legal and regulatory obligations;
- (t) improving and developing the POD platform and services;
- (u) undertaking analytics concerning use and performance of the platform; and
- (v) sending marketing communications where permitted by law.

8. Disclosure to designers

Where you purchase a plan or make an enquiry concerning a plan, POD may disclose relevant personal information to the designer associated with that plan.

This may include:

- (a) your name;
- (b) your contact details;
- (c) the licensed property address;
- (d) details of the plan or product purchased; and
- (e) information contained in an adaptation, CAD or other relevant enquiry.

This information is provided for purposes connected with the relevant plan, licence, transaction, adaptation or enquiry.

Designers must not use buyer information received through POD for unrelated marketing or another unrelated purpose unless they have an independent lawful basis to do so.

9. Disclosure to builders

POD operates a Verified Builders Directory through which users may make enquiries to participating builders.

Where you choose to submit an enquiry to a builder, information contained in that enquiry may be provided to the selected builder so that the builder can receive and respond to your enquiry.

That information may include your:

- (a) name;
- (b) contact details;
- (c) enquiry details; and
- (d) other information you choose to include.

Builders receiving personal information through POD must use that information for purposes reasonably connected with responding to or dealing with the relevant enquiry and must not use it for unrelated marketing without an independent lawful basis.

A builder receiving your information is responsible for its own handling of that information once received, subject to applicable law and its contractual obligations to POD.

10. Other disclosures

We may disclose personal information to third parties where reasonably necessary to operate our business and provide our services, including:

- (a) payment and transaction service providers;
- (b) website hosting, infrastructure and cloud service providers;
- (c) email and communications providers;
- (d) security and content delivery providers;
- (e) software and technology providers;
- (f) analytics providers;
- (g) designers and registered practitioners;

- (h) verified builders;
- (i) accountants, lawyers, insurers and professional advisers;
- (j) government agencies, regulators, courts or law enforcement bodies where required or authorised by law; and
- (k) a purchaser, investor or adviser in connection with an actual or proposed sale, restructure or transfer of all or part of POD's business, subject to appropriate confidentiality arrangements where applicable.

We do not sell personal information to third parties.

11. Payment information

Payments made through the POD platform may be processed by third-party payment service providers, including Stripe and payment methods supported through that payment infrastructure.

Payment service providers may collect and process information necessary to complete the transaction.

POD may receive transaction information such as payment status, transaction identifiers, payment method information and limited payment details. We do not intend to directly store complete payment card details where those details are processed by our payment provider.

Your information may also be handled by the relevant payment provider in accordance with its own privacy policy and legal obligations.

12. Overseas disclosure and processing

POD uses third-party technology and infrastructure providers to operate its platform.

These include services provided by or through:

- (a) Stripe;
- (b) Base44;
- (c) Cloudflare;
- (d) Microsoft; and
- (e) Resend.

Some of these providers may store, process, transmit or otherwise handle personal information using infrastructure located outside Australia.

As a result, personal information may be disclosed to, accessible from, or processed by recipients outside Australia.

The particular countries in which information is processed may vary depending on the service provider, its infrastructure and the service being used.

Where required by applicable privacy law, POD will take reasonable steps in relation to overseas disclosures and the protection of personal information handled by overseas recipients.

13. Cookies and analytics

POD may use cookies and similar technologies to operate and improve the website.

Cookies are small data files stored on or associated with your browser or device.

We may use cookies and similar technologies for purposes including:

- (a) maintaining website functionality;
- (b) maintaining user sessions;
- (c) remembering preferences;
- (d) protecting the website and users against fraud, abuse and security threats;
- (e) understanding how the website is used;
- (f) measuring website performance; and
- (g) diagnosing technical problems.

POD uses privacy-focused analytics rather than advertising trackers.

We do not use analytics technologies for the purpose of creating advertising profiles about users unless this Privacy Policy is updated to explain that practice and any consent required by law is obtained.

You may be able to disable or restrict cookies through your browser settings. Some website functionality may not operate correctly if necessary cookies are disabled.

14. Direct marketing

Where permitted by law, we may use your contact details to send information about POD, including new plans, platform features, products, services or other updates that may be relevant to you.

You may unsubscribe from electronic marketing communications at any time by using the unsubscribe facility contained in the communication or contacting us.

Unsubscribing from marketing communications will not prevent us from sending communications reasonably necessary to administer your account, transaction, licence or relationship with POD.

We do not permit designers or builders to use personal information obtained through POD for unrelated direct marketing merely because they received that information through the platform.

15. Anonymity and pseudonyms

Where practicable, you may interact with POD without identifying yourself or by using a pseudonym.

However, identification may be necessary where POD needs your information to provide a service or where it would be impracticable to deal with you anonymously.

For example, POD will generally require identifying information to:

- (a) create or verify certain accounts;
- (b) process a purchase;
- (c) issue or administer a Plan Licence;
- (d) identify a licensed property address;
- (e) facilitate an enquiry;
- (f) verify a designer or builder; or
- (g) comply with legal, taxation, fraud-prevention or regulatory requirements.

16. Security

POD takes reasonable steps to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure.

These measures may include technical, administrative and organisational safeguards appropriate to the nature of the information and the way it is held.

No internet transmission, electronic system or method of storage is completely secure. Accordingly, while we take reasonable steps to protect personal information, we cannot guarantee the absolute security of information transmitted or stored electronically.

Users are responsible for maintaining the confidentiality and security of their account credentials and should notify POD promptly if they believe their account has been compromised.

17. Retention and deletion

We retain personal information for as long as reasonably necessary for the purposes for which it was collected, our legitimate business and record-keeping requirements, and applicable legal obligations.

The period for which information is retained may depend on its nature and purpose.

For example, records concerning purchases and Plan Licences may need to be retained for an extended period because a licence may relate to a building project occurring over a number of years and because POD may need to maintain records identifying the design, buyer and licensed property address.

Where personal information is no longer required and POD is not required or authorised by law to retain it, we will take reasonable steps to destroy it or permanently de-identify it.

18. Access to your personal information

You may request access to personal information that POD holds about you.

To make a request, contact us using the details at the end of this Privacy Policy.

We may need to verify your identity before providing access.

In some circumstances, applicable law permits or requires us to refuse access to some information. If we refuse a request, we will provide the reasons for doing so where required by law.

19. Correction of personal information

We take reasonable steps to ensure that personal information we hold is accurate, up to date, complete, relevant and not misleading for the purposes for which it is used.

If you believe personal information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us and request correction.

We may ask you to provide information reasonably necessary to verify the requested correction.

20. Privacy complaints

If you believe POD has interfered with your privacy or has not complied with applicable privacy requirements, please contact us using the details below.

Please provide sufficient information for us to understand and investigate your complaint.

We will acknowledge and consider privacy complaints and endeavour to respond within a reasonable period.

If you are dissatisfied with our response, you may have the right to make a complaint to the Office of the Australian Information Commissioner or another relevant regulator.

21. Data breaches

POD maintains processes for responding to suspected or actual data breaches.

Where a data breach occurs, we will investigate the circumstances and take appropriate steps to contain and remediate the breach.

Where the Notifiable Data Breaches scheme under the *Privacy Act 1988* (Cth) applies and the relevant statutory requirements are met, POD will make the notifications required by law.

22. Automated decision-making

POD may use automated systems as part of the operation and administration of its platform, including for routine platform functions, security, fraud detection, transaction processing, account administration and verification workflows.

POD does not intend to rely solely on automated processing to make decisions that could reasonably be expected to significantly affect an individual's rights or interests without complying with applicable privacy requirements.

Where POD arranges for a computer program to use personal information to make, or substantially and directly assist in making, a decision that could reasonably be expected to significantly affect an individual's rights or interests, POD will disclose in this Privacy Policy the information required by applicable privacy law, including relevant categories of personal information and decisions.

23. Third-party websites and services

The POD website may contain links to third-party websites, services or platforms.

POD does not control the privacy practices of independent third parties. Where you leave the POD platform or provide information directly to a third party, you should review that party's privacy policy.

24. Children

The POD platform and its products and services are intended for adults and businesses involved in purchasing, designing, adapting or constructing residential buildings.

We do not knowingly seek to collect personal information directly from children where it is unnecessary for our services.

If we become aware that personal information relating to a child has been collected in circumstances where it is not reasonably necessary or appropriate for us to retain it, we will take reasonable steps to address that information in accordance with applicable law.

25. Changes to this Privacy Policy

POD may update this Privacy Policy from time to time to reflect:

- (a) changes to the POD platform or its services;
- (b) changes to the technology or service providers we use;
- (c) changes to our information-handling practices; or
- (d) changes to applicable laws or regulatory requirements.

The current version will be published on our website with its effective date or last-updated date.

Where a change materially affects the way we handle personal information, we may provide additional notice where appropriate or required by law.

26. Contact us

Questions, requests or complaints concerning privacy may be directed to:

Privacy Officer

Plans on Demand Pty Ltd

Email: info@plansondemand.com.au

You may also contact us if you require a copy of this Privacy Policy in another reasonably available form.