

Privacy and Social Media Policy

HOJ Studio | House of Joinery

Effective date: 13/09/2026

Last updated: 13/09/2026

1. About this policy

HOJ Studio | House of Joinery (“HOJ Studio”, “we”, “us” or “our”) respects your privacy and is committed to handling personal information responsibly, transparently and securely.

This Privacy and Social Media Policy explains how we collect, hold, use and disclose personal information obtained through:

- Our website;
- Facebook, Instagram and other social media pages;
- Meta advertisements and instant lead forms;
- Messenger and other direct-message services;
- Telephone, email and SMS communications;
- In-home consultations, design appointments and project enquiries;
- Quotations, selections schedules, plans and related documents;
- Our customer relationship management system; and
- Our suppliers, builders, contractors and business partners.

We aim to comply with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles**, where applicable, together with the **Spam Act 2003 (Cth)**, the **Do Not Call Register Act 2006 (Cth)**, the **Australian Consumer Law** and applicable Meta platform policies.

2. Our business details

Business name: HOJ Studio | House of Joinery

Legal entity: [Insert registered company or proprietor name]

ABN: [Insert ABN]

Business address: [Insert business or postal address]

Email: [Insert privacy/contact email]

Telephone: [Insert telephone number]

Website: [Insert website URL]

3. Personal information we may collect

Depending on how you interact with us, we may collect:

- Your name;
- Telephone number;

- Email address;
- Residential, delivery or project address;
- Information submitted through Facebook or Instagram lead forms;
- Details about your proposed cabinetry or renovation project;
- Project location, timeframe and estimated investment range;
- Property measurements, floor plans, drawings and specifications;
- Photographs, videos and inspiration images you provide;
- Cabinetry preferences, finishes, colours, materials and appliance details;
- Records of enquiries, appointments, consultations and correspondence;
- Quotations, invoices, payment records and transaction information;
- Builder, designer, supplier or trade-business information;
- Social media username, profile information and public interactions;
- Website usage information, device information, IP address and cookie data;
- Feedback, reviews and testimonials; and
- Any other information you voluntarily provide.

We generally do not require sensitive information. Please do not provide health information or other sensitive information unless it is reasonably necessary for your project, such as accessibility requirements, and you consent to us collecting it.

4. How we collect information

We may collect personal information:

- Directly from you by telephone, email, SMS, Messenger or social media;
- When you complete a Meta instant form, website form or booking form;
- During a telephone, virtual or in-home design consultation;
- When you request an estimate, formal quotation, design or selections schedule;
- When you comment on, share or interact with our social media content;
- Through cookies, analytics tools, the Meta Pixel or similar technologies;
- From a builder, designer, contractor or other representative acting with your authority;
- From suppliers or service providers involved in your enquiry or project; and
- From publicly available sources where lawful and appropriate.

When you submit information through Facebook or Instagram, Meta may independently collect and process that information under its own terms and privacy policy. HOJ Studio does not control Meta's independent collection or use of information.

5. Why we collect and use information

We may collect, hold and use personal information to:

- Respond to enquiries;
- Contact you about your cabinetry or renovation project;
- Assess project suitability and service availability;
- Arrange telephone, virtual or in-home consultations;
- Prepare estimates, plans, selections schedules and formal quotations;

- Design, supply and coordinate custom cabinetry;
- Process deposits, invoices and payments;
- Communicate project updates and delivery information;
- Manage customer relationships and maintain business records;
- Coordinate with builders, designers, installers, manufacturers and suppliers;
- Improve our services, advertising and customer experience;
- Measure the effectiveness of our Facebook and Instagram advertising;
- Create advertising audiences, where permitted;
- Request feedback or a review after providing a service;
- Send marketing communications where we have consent or are otherwise legally permitted to do so;
- Detect fraud, misuse, security threats or unlawful activity;
- Meet taxation, accounting, insurance and legal obligations; and
- Establish, exercise or defend legal claims.

We will not sell your personal information.

6. Facebook and Instagram lead forms

When you submit a Meta instant form or respond to one of our advertisements:

1. Meta may provide the information entered in the form to HOJ Studio.
2. HOJ Studio may store that information in its email, booking or CRM systems.
3. We may contact you using the telephone number, email address or messaging account you supplied.
4. Contact may relate to your enquiry, consultation, estimate, quote, project or requested services.
5. We will only send ongoing promotional email or SMS communications where permitted by law.
6. Submitting an enquiry does not require you to purchase a service.

Please ensure the information you submit is accurate and that you have authority to provide any information relating to another person.

7. Cookies, analytics and Meta Business Tools

Our website may use cookies, analytics services, the Meta Pixel and similar technologies to:

- Operate and secure the website;
- Understand how visitors use the website;
- Measure advertising performance;
- Record actions such as form submissions or page visits;
- Improve our content and services;
- Deliver or measure relevant advertising; and
- Build advertising audiences where permitted.

These technologies may collect information about your device, browser, IP address, viewed pages and interactions with advertisements.

You may manage cookies through your browser settings and manage certain Meta advertising preferences through your Facebook or Instagram account settings. Blocking cookies may affect some website functions.

8. Disclosure of personal information

We may disclose relevant personal information to:

- Employees and authorised representatives of HOJ Studio;
- Cabinetry manufacturers and suppliers;
- Builders, designers, installers, subcontractors and trades involved in your project;
- Delivery and logistics providers;
- CRM, email, SMS, website-hosting, cloud-storage and software providers;
- Payment processors, accountants, insurers and professional advisers;
- Advertising, analytics and marketing service providers, including Meta;
- Regulatory bodies, courts or government authorities where required by law; and
- Another party where you have authorised the disclosure.

We take reasonable steps to disclose only the information needed for the relevant purpose.

9. Overseas disclosure and storage

Some service providers used by HOJ Studio, including Meta, cloud-storage providers, CRM platforms, analytics providers and communication platforms, may store or process information outside Australia.

The countries involved may vary depending on the provider's systems and subcontractors and may include the United States and other locations in which those providers operate.

Where the Australian Privacy Principles apply, we will take reasonable steps required by law in relation to overseas disclosures. However, overseas recipients may be subject to different privacy laws and regulatory requirements.

10. Direct marketing, email and SMS

Where permitted by law, we may contact you about services, project availability, offers, updates or information relevant to your enquiry.

Commercial electronic messages will identify HOJ Studio and provide a functional way to unsubscribe. You can withdraw your marketing consent at any time by:

- Selecting the unsubscribe link in an email;
- Replying **STOP** to an SMS where that option is provided; or
- Contacting us using the details in this policy.

We will process unsubscribe requests within the period required by law. You may still receive non-promotional messages reasonably necessary to respond to an active enquiry, administer an appointment, provide contracted services or meet legal obligations.

HOJ Studio will comply with applicable telemarketing requirements and will not make unsolicited marketing calls to numbers on the Do Not Call Register unless consent or another lawful exception applies.

11. Social media conduct and public content

Content posted on HOJ Studio's social media pages may be publicly visible. Please avoid publishing personal, confidential, financial or sensitive information in comments or public posts.

We may hide, moderate or remove content that:

- Is unlawful, threatening, abusive, discriminatory or defamatory;
- Contains personal or confidential information;
- Infringes intellectual property or privacy rights;
- Is false, misleading, deceptive or fraudulent;
- Constitutes spam or unrelated promotion;
- Impersonates another person or business; or
- Breaches Meta's terms or community standards.

We may block or report accounts engaging in serious or repeated misconduct. Moderation decisions do not prevent a person from raising a genuine complaint directly with us.

12. Advertising, pricing and representations

HOJ Studio aims to ensure that social media advertisements and business communications are accurate, transparent and not misleading.

Images used in our advertising may include completed projects, supplier imagery, design renders, styling references or illustrative concepts. Where an image is illustrative, it may not represent a completed HOJ Studio project. Colours, textures and finishes may appear differently on different screens.

Unless expressly described as a formal fixed quotation:

- Advertised prices and preliminary estimates are indicative only;
- Project pricing may depend on measurements, site conditions, access, design, materials, finishes, hardware, appliances, delivery and installation requirements;
- Availability and lead times may change;
- Conditions, exclusions and eligibility requirements may apply; and
- A formal written quotation will be provided before work proceeds.

Nothing in this policy excludes, restricts or modifies any consumer guarantee, right or remedy that cannot lawfully be excluded under the Australian Consumer Law.

13. Project photography and testimonials

We will not intentionally publish photographs that clearly identify you, your address or private information without permission or another lawful basis.

Where we request permission to photograph or publish a completed project, we will explain the intended use. Permission may cover our website, portfolio, social media pages, advertisements and other marketing materials.

Reviews and testimonials must reflect the genuine opinion and experience of the person providing them. We will not knowingly create, purchase or publish false or misleading reviews.

You may contact us if you have concerns about an image, testimonial or other content associated with you. Removal may not always be possible where content has already been shared or reproduced by third parties.

14. Security and retention

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure.

These steps may include password protection, access controls, secure cloud systems, staff access restrictions and appropriate service-provider arrangements.

No internet transmission or electronic-storage method is completely secure. If an eligible data breach occurs and the Privacy Act's Notifiable Data Breaches scheme applies, we will assess the incident and notify affected individuals and the Office of the Australian Information Commissioner where required.

We retain personal information only for as long as reasonably required for our business functions or legal, taxation, accounting, insurance, warranty and dispute-resolution obligations. Information that is no longer required will be securely destroyed or de-identified where reasonably practicable.

15. Accessing or correcting your information

You may request access to personal information we hold about you or ask us to correct information that is inaccurate, out of date, incomplete, irrelevant or misleading.

Requests should be submitted using the contact details below. We may need to verify your identity before processing a request.

We will respond within a reasonable period. If we are legally permitted to refuse a request, we will generally explain the reason and available complaint options.

16. Privacy complaints

If you believe we have mishandled your personal information, please contact:

Privacy Contact: [Insert name or position]

Email: [Insert email address]

Telephone: [Insert telephone number]

Postal address: [Insert postal address]

Please include sufficient information for us to understand and investigate your concern. We will acknowledge and respond to complaints within a reasonable period.

If you are not satisfied with our response and the Privacy Act applies, you may contact the **Office of the Australian Information Commissioner** at www.oaic.gov.au.

Consumer concerns may also be raised with the **Australian Competition and Consumer Commission** or the **Queensland Office of Fair Trading**, depending on the nature of the matter.

17. Third-party platforms and links

Our pages may contain links to Meta, supplier websites or other third-party services. Those organisations have their own privacy policies and terms. HOJ Studio is not responsible for the privacy practices, content or security of independently operated third-party platforms.

18. Children's information

Our services are intended for adults and trade professionals. We do not knowingly collect personal information directly from children for marketing purposes. If we learn that a child has submitted personal information without appropriate parental or guardian involvement, we will take reasonable steps to delete or appropriately manage it.

19. Changes to this policy

We may update this policy to reflect changes to our operations, technology, service providers, platform requirements or applicable laws.

The current version will be published on our website with its effective date. Material changes may also be communicated through our website, social media pages or direct communications where appropriate.

20. Contact us

Questions about this policy or how HOJ Studio handles personal information can be directed to:

HOJ Studio | House of Joinery

Email: gabby@houseofjoinery.com.au

Telephone: 0423 947 026

Website: houseofjoinery.com.au