

PRIVACY POLICY – A GRADE STONE
(SONA Endeavor Pty Ltd)

Last Updated: 2 August 2025

Registered Company: SONA Endeavor Pty Ltd

Trading As: A Grade Stone

ABN: 80 658 916 155

Business Address: 23–27 Rodeo Drive, Dandenong South VIC 3175

Email: info@agrastone.com.au

Website: www.agrastone.com.au

1. Introduction

A Grade Stone (“we”, “us”, “our”) supplies natural stone slabs, porcelain slabs, benchtops and related services to homeowners, builders, designers and stonemasons in Melbourne and across Australia.

We are committed to protecting your personal information and complying with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs), and current data security and breach notification requirements in Australia.

This Privacy Policy explains:

- what information we collect
- how we use it
- who we share it with
- how we keep it secure
- your rights to access, correct or opt out.

By using our website, visiting our warehouse or showroom, submitting an enquiry, or doing business with us, you agree to the terms of this Privacy Policy.

2. The Information We Collect

We collect information so we can quote accurately, reserve slabs, arrange delivery and provide customer service.

2.1 Personal Information

- Name
- Phone number
- Email address
- Billing and delivery address
- Project / site address

- Business details (for trade, wholesale or builder accounts)
- Notes about your project (e.g. benchtop size, stone selection, colour preference, slab hold requests)
- Payment details (for invoicing and transaction processing – card payments are processed securely through approved third-party payment gateways and are not stored in plain text by us)

2.2 Non-Personal / Technical Information

- IP address and device type
- Browser type and session data
- Pages viewed and time on page
- Click behaviour on product pages (for example: viewing a specific marble, quartzite or porcelain slab)
- Advertising and campaign data from tools like Google Analytics and Meta / Facebook Pixel, which helps us understand which products people are most interested in and improve the shopping experience.

This usage data is generally not used to personally identify you, but if it can reasonably identify you, we will handle it as personal information under the Privacy Act.

3. How We Collect Information

We collect information when you:

- Browse our website (including product/category pages such as Marble, Dolomite, Travertine, Granite, Quartzite, Porcelain Slab, Natural Stone Slab)
- Submit an online enquiry or “Request a Quote” form
- Ask us to reserve a slab or hold stock
- Book a warehouse / showroom appointment
- Communicate with us by phone, WhatsApp, SMS, email, Instagram, Facebook, or in person
- Request delivery, transport, installation or stonemason referral
- Make a purchase and request an invoice

If you contact us on behalf of a company (builder, joiner, cabinet maker, stonemason, retailer), we may store those business contact details for account and trade purposes.

4. Why We Collect and Use Your Information

We use the information we collect to:

- Prepare and send quotes for stone slabs, tiles, benchtops and related services
- Reserve specific slabs or bundles for you

- Arrange pickup or delivery to site
- Communicate order status, lead times, and arrivals
- Issue invoices and process payments
- Send service updates and important notices (for example, if a delivery is delayed or a product is no longer available)
- Improve our website, marketing and product offering (e.g. understanding which stones are popular and where demand is coming from)
- Comply with Australian legal and tax requirements, including record keeping and consumer protection obligations.

We may also use your contact details to let you know about new stock arrivals, limited bundles, clearance items, specials and showroom events. You can opt out of marketing at any time (see Section 9).

5. Sharing Your Information

We treat your information confidentially. We may share limited, relevant information with trusted third parties so we can deliver our service to you:

- Payment processors (for secure card / EFT processing)
- Transport and delivery partners, so they can book and deliver slabs safely to your site
- Independent stonemasons / installers, but only if you ask us to coordinate fabrication or installation on your behalf
- Marketing, CRM and website service providers who help us run our website, appointment forms, inventory systems or targeted advertising, under confidentiality obligations
- Professional advisers (legal, accounting, compliance) if required
- Government, regulators or law enforcement, if we are legally required to disclose it under Australian law.

We do not sell, rent or trade your personal information to unauthorised third parties.

Overseas disclosure: Some of our cloud providers or marketing platforms may store data on servers located outside Australia. Where we disclose personal information overseas, we take reasonable steps to ensure those providers protect it in line with Australian privacy requirements.

6. Cookies, Pixels and Tracking

Our website uses cookies and tracking tools (such as Google Analytics and Meta Pixel) to help us understand how visitors use the site, so we can improve product information, page speed, mobile experience and advertising relevance.

Cookies help us:

- remember your preferences (for example, the stone category you last viewed)
- analyse traffic (which pages people visit most often, how long they stay)
- improve SEO for terms like “natural stone Melbourne”, “porcelain benchtops”, “quartzite slabs”, etc.
- present promotions and retargeted ads that are more relevant to you.

Most browsers allow you to refuse some or all cookies, or to receive an alert before cookies are stored. If you block cookies, some website features may not work as smoothly.

7. Data Security and Storage

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

These steps include:

- SSL encryption on our website for form submissions and checkout
- Restricted internal access to customer records (only authorised staff)
- Use of reputable, security-focused payment and invoicing systems
- Secure handling of slab hold / delivery information
- Ongoing review of third-party platforms we use to store or process data

No method of online transmission or electronic storage is 100% secure. We cannot guarantee absolute security, but we actively work to reduce risk using both technical and organisational measures, in line with expectations under Australian privacy law.

8. Data Breaches

If there is an eligible data breach (unauthorised access to personal information that could result in serious harm), we will:

- take immediate steps to contain the breach
- assess the nature and impact
- notify you and provide recommended next steps
- notify the Office of the Australian Information Commissioner (OAIC) where required.

9. Marketing, Promotions and Opt-Out

We may send you updates about:

- new arrivals (marble, dolomite, quartzite, onyx, travertine, porcelain slabs, etc.)
- slab clearance / special lots
- lead time changes or shipment arrivals

- showroom events or appointment availability
- general tips on stone care and installation

You can opt out of marketing at any time by:

- emailing us at info@agradestone.com.au with “Unsubscribe” in the subject line
- using the unsubscribe link in any marketing email (where available)

Operational emails about your active quote, delivery booking, slab hold or invoice are considered service communications, not marketing. You will still receive those as part of doing business with us.

10. Access to Your Information

You have the right to request access to the personal information we hold about you. We will respond within a reasonable period — typically within 30 days — unless an exception applies.

How to request access:

Email info@agradestone.com.au and tell us:

- your name and contact details
- what information you’d like to access
- how you’d like it provided (for example, email or phone walkthrough)

We may need to verify your identity before releasing information.

In some cases we may charge a reasonable cost for locating, compiling and sending the information (for example, large archives or courier). That charge will never be excessive.

If we lawfully refuse access, we will tell you why in writing and explain how you can complain.

11. Correction of Your Information

You have the right to ask us to correct personal information that you believe is inaccurate, incomplete, out of date, irrelevant or misleading. We will respond within a reasonable period — typically within 30 days.

How to request a correction:

Email info@agradestone.com.au and explain what needs to change.

We may ask for evidence if required (for example, updated business details for trade accounts).

If we cannot correct the record for legal or operational reasons, we will tell you why and can note your requested correction on file.

12. Links to Other Websites and Platforms

Our website, emails and social media posts may include links to external sites (for example, Instagram, Facebook, WhatsApp, or a stonemason's website). We are not responsible for the privacy practices, security or content of those external services. We recommend you review their privacy policies before sharing personal information.

13. Children and Restricted Materials

Our products and services (stone supply, delivery, quoting) are intended for adult property owners, licensed trades, builders, designers and architects. We do not knowingly collect personal information from children for marketing purposes. If you believe a minor has provided us personal information without consent, please contact us and we will take reasonable steps to delete it where legally appropriate.

14. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in the law, our business operations, or improvements to our data security practices.

When we update the policy, we will post the new version here with a new "Last Updated" date.

We encourage you to review this page regularly, especially before submitting personal information or approving a slab hold.

15. Contact Us

For privacy enquiries, access/correction requests, opt-out requests, or concerns about how your data is handled, please contact: