

POLICY.

Brisbane Economic Development Agency (BEDA) Privacy Policy

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1 BEDA Group Privacy Policy

The *Information Privacy Act 2009* (the **Act**) provides rules of conduct for the collection, retention, access to, correction, use and disclosure of personal information about individuals. Brisbane Economic Development Agency Pty Ltd ABN 86 094 633 262 (**BEDA**) takes all reasonable and appropriate steps to protect the privacy of individuals and to comply with the Information Privacy Principles contained in the Act.

This Privacy Policy provides the management of personal information by BEDA.

2 What kind of personal information does BEDA collect?

Personal information is any information that can be used to identify an individual. BEDA may be required to collect personal information for its operational and marketing purposes.

When collecting personal information, BEDA may collect an individual's:

- name;
- email address;
- job title, department or employer;
- residential and mailing address;
- gender;
- age; and
- phone number;

3 How BEDA collects and stores personal information

Collection of personal information

BEDA may collect personal information in a number of ways, including:

- via forms, for example subscriptions, surveys and competitions;
- through website or program sign-up or registration; and
- directly from individuals via telephone, email, facsimile, online and in person.

Storage of personal information

Personal information collected by BEDA is stored electronically on our partners' secure servers and physically in secure locations. Only BEDA employees who are required to have access to perform their duties for BEDA, will have access to such personal information.

BEDA utilises both local and international servers to store personal information. Personal information will only be transferred to an international server with consent from the relevant individual.

4 The purposes for which your personal information is collected, held and used by BEDA

Use of personal information

BEDA uses personal information for its operational and marketing purposes. When collecting personal information, BEDA will advise what the information is being collected and used for. Examples of what BEDA may collect personal information for are listed below.

To contact an individual

- To respond to enquiries made by the individual
- To obtain or clarify information provided by the individual
- To seek feedback
- To make a reservation or booking
- To provide an individual with marketing material and information about BEDA products and services, competitions and events that may interest them
- To research and develop BEDA's services

To provide direct marketing

BEDA uses personal information collected from individuals for the purposes of direct marketing. For example, personal information may be used to notify individuals of BEDA's products and services, news, competitions and upcoming events.

Marketing material may be provided to individuals over the telephone or via email.

If you no longer wish to receive marketing material from BEDA, you may opt-out via the unsubscribe button on our electronic marketing material.

When is personal information disclosed to third parties?

We will not disclose personal information to any other person or organisation unless one or more of the following reasons apply:

- We have consent from the individual to do so;
- The information is needed to conduct a transaction between the individual and that third party or Organisation;
- We are required by law to do so;
- There are grounds to believe disclosure will prevent a threat to life or health;
- The person or organisation the personal information is disclosed to is providing a service to BEDA and is required to maintain the same level of privacy for any personal information they have access to.

5 How to access and correct your personal information

Subject to some exceptions under the Information Privacy Principles, you have the right to access all personal information BEDA holds about you and to have your personal information corrected.

You can obtain access to your personal information or request a correction by contacting the Chief Executive Officer either by mail or email using the contact details set out below.

Mailing Address –

Chief Executive Officer
Brisbane Economic Development Agency
PO Box 12260 George St
Brisbane Qld 4000

OR

Email –

ceo@brisbane-EDA.com.au

Please insert 'privacy' in the subject line if you send your request to BEDA via email.

BEDA may charge a reasonable amount for the provision of any personal information requested.

6 How to make a complaint about the management or use of your personal information

You have the right to make a complaint about BEDA's management or use of your personal information in accordance with the Australian Privacy Principles. If you believe BEDA has breached any of the Australian Privacy Principles you are entitled to report such a breach.

Complaints should be made in writing to BEDA's Chief Executive Officer using the contact details set out below.

Mailing Address –

Chief Executive Officer
Brisbane Economic Development Agency
PO Box 12260 George St

Brisbane Qld 4000

OR

Email –

ceo@brisbane-EDA.com.au

Please insert 'privacy' in the subject line if you send your complaint to BEDA via email.

BEDA will respond to your complaint within 30 days of receipt of your complaint.

If you have not heard from BEDA within 30 days, or if you are unhappy with BEDA's response to your complaint, you can forward your complaint to the Office of the Australian Information Commissioner at:

Information Commissioner

Office of the Australian Information Commissioner

GPO Box 5218

Sydney NSW 2001

Telephone: 02 9284 9800

Email: enquiries@oaic.gov.au

Web: oaic.gov.au

7 Further information

If you have any questions or concerns regarding this privacy policy or how BEDA may collect and use your personal information, you can contact us on +61 7 3006 6200 between 9am and 5pm Monday to Friday.

All written requests and complaints should be addressed to the Chief Executive Officer as detailed in item 5 and 6 above.