

# BUSINESS EVENTS PERTH

## PRIVACY POLICY

Updated July 2023

---

Business Events Perth is a not-for-profit organisation with the primary role of marketing Western Australia as a destination for meetings, incentive travel, conventions and exhibitions. Business Events Perth periodically reviews this Policy and reserves the right at its discretion to modify or remove portions at any time. Any amendments will be notified by posting an updated version on its website and notifying subscribers to our newsletters by email.

*This revised Privacy Policy will be effective from July 2023.*

### SUMMARY

Business Events Perth endeavours to comply with applicable privacy laws in the jurisdictions in which it operates, including Australia, the European Union and Asia. This Policy explains how, why and in which circumstances Business Events Perth may collect, store, use and disclose your personal information. You have the right to object and/or restrict the manner in which we manage your personal information, and we provide information about how to do so below. If you have any questions or comments about our privacy policy, we have provided our contact details below.

**Name:** Business Events Perth ACN 008 766 541

**Address:** Level 2 / 129 St Georges Terrace, Perth WA 6000

**Phone:** (08) 9218 2900

**Email (Data Protection Officer):** Trish McKay | E: [tmckay@bep Perth.com](mailto:tmckay@bep Perth.com)

### SCOPE

We understand and acknowledge the need to protect personal information from misuse and respect everyone's right to privacy. This Policy provides details of the procedures established by Business Events Perth to protect your personal information.

Business Events Perth recognises the importance of your privacy rights, and in turn, the importance of being open and transparent about how we collect, use, and share information about you. Accordingly, Business Events Perth endeavours to comply with the Privacy Act 1988 (Cth), the Spam Act 2003 (Cth), and other applicable privacy and data protection laws in the jurisdictions in which it operates. These include the European Union General and Data Protection Regulations (GDPR).

The GDPR applies to the data processing activities of Business Events Perth in the European Union in respect of its operations in the European Union, including operations in the United Kingdom, Germany, Italy and France. From time to time Business Events Perth may offer goods and services and/or monitor the behaviour of individuals in the European Union via its websites and representative offices. When Business Events Perth does so, it is regulated by the General Data

Protection Regulation (**GDPR**) which applies across the EU. Business Events Perth promotes Western Australia as a business events destination and also holds roadshows and famils in the European Union (**Goods and Services**). This Policy provides details about how Business Events Perth uses of your data, your privacy rights, and the purposes for which we use your personal information.

### **This Policy is intended to help you understand:**

- A. What information Business Events Perth collects about you;
- B. How Business Events Perth collects information about you;
- C. How Business Events Perth uses and discloses information about you;
- D. How Business Events Perth transfers information we collect internationally;
- E. How Business Events Perth stores and secures information we collect; and
- F. How to access and control your information.

This Policy applies to all external parties, namely, “you” – e.g. visitors to Business Events Perth websites and social media pages, subscribers to Business Events Perth briefings, newsletters, marketing materials, and any other individual whose personal information may be collected, stored and used by Business Events Perth or its partners.

This Policy also applies to Business Events Perth's management of personal information across all of its offices (in Australia and internationally). We only collect information which is necessary for our legitimate business purposes.

This Policy also covers the information we collect about you when you use Business Events Services, or otherwise interact with us (for example, by attending Business Events Perth events), unless a different privacy policy is displayed. This Policy also explains your choices about how we use information about you. Your choices include how you can object to certain uses of information about you and how you can access and update certain information about you. If you do not agree with this Policy, do not access or use Business Events Perth’s Goods and Services or interact with any other aspect of Business Events Perth.

When we refer to "Business Events Perth," "we," or "us" in this policy, we mean Business Events Perth.

## **A. WHAT INFORMATION BUSINESS EVENTS PERTH COLLECTS ABOUT YOU**

Business Events Perth may collect a variety of information from you in the course of business (**Your Information**). For the purposes of this Policy, Your Information includes:

- **Privacy Act 1988 (Cth):** information or an opinion about an identified individual or an individual who is reasonably identifiable whether that information or opinion is true and whether the information or opinion is recorded in a material form (**Personal Information**).
- For the purposes of the GDPR, this Policy concerns any information relating to an identified or identifiable natural person (**Personal Data**).

The Personal Information and/or Personal Data that Business Events Perth may collect may depend on the nature of your interaction with Business Events Perth and its Goods and Services, and may include your name, contact details, photographic information, your views and opinions about Business Events Perth services, and travel information.

In particular:

- If you are an applicant or participant who registers for Business Events Perth programs through Business Events Perth website, Your Information may include your name, organisation, job title, email address and business contact details.
- Your Information may be collected if you are a business event delegate who registers to receive e-newsletters from Business Events Perth or registers to create an account on the Business Events Perth website through email, Facebook or Google, Your Information may include your name, address, email address, age group and information about what type of holiday or event you are looking for Business Events Perth collects this information to customise your web experience and to provide you with material which is likely to be of interest.
- If you deal with Business Events Perth in the course of business, Business Events Perth will generally collect only your business contact details (to enable Business Events Perth to communicate with you for ordinary business purposes).
- Business Events Perth also collects Personal Information and Personal Data about its employees (including job applicants) and contractors (personnel records).

Business Events Perth will endeavour to ensure that any Personal Information and Personal Data collected is relevant to Business Events Perth's purposes (as detailed in Section B below), is accurate, complete and up-to-date. Business Events Perth will collect Your Information directly from you unless it is reasonably impracticable to do so.

## **B. HOW BUSINESS EVENTS PERTH COLLECTS INFORMATION ABOUT YOU**

Business Events Perth collects Your Information for lawful purposes only, including where it is reasonably necessary for, or directly related to Business Events Perth's functions. We collect Your Information when you use our Goods and Services, or otherwise interact with us.

### **[Account and Profile Information](#)**

We may collect Your Information when you register for business event support (including when you register for an account via third parties such as Facebook and Google). For example, we may collect Your Information when you provide your contact details and business event information.

### **[Business Events Perth Websites and Social Media](#)**

We may collect the Personal Information and Personal Data you submit to our Services, which include the websites and social media profiles owned or operated by us. For example, you provide submit Your Information to us when you:

- Subscribe to a newsletter or register to receive brochures (e.g. through a Business Events Perth website);
- Apply to attend or exhibit at a Business Events Perth event;
- Enter a promotion or competition, including at a Business Events Perth event or through a Business Events Perth website; and/or
- Register to participate in the Famil Program.

If you use Business Events Perth's website, we may record information about your visit for web personalisation, research and statistical and reporting purposes as well as to allow Business Events Perth to improve its websites and services. Business Events Perth also uses cookies and session tools to improve your experience when visiting its websites. The information collected may include your IP address, the referring site and the pages visited on Business Events Perth's website. IP addresses are logged to track a user's session while the user remains anonymous. Business Events Perth may analyse this data for certain trends and statistics, such as which pages of Business Events Perth website users are visiting and how long users spend on those pages. In general, you can browse Business Events Perth's websites without telling Business Events Perth who you are or revealing any personal information about yourself.

There are circumstances in which when Business Events Perth may need to collect Your Information. For example, if you register to receive Business Events Perth's publications or to attend an event. In such cases, Business Events Perth will provide notice and seek your permission to send you further electronic communications, and for Your Information to be stored in its databases. If at any time after submitting Your Information to Business Events Perth you would no longer like to receive information, simply follow the "unsubscribe" directions at the end of any email communications you receive, or contact Business Events Perth using the contact details listed at Section H of this Policy. No attempt will be made by Business Events Perth to identify website users or their browsing activities, except in the unlikely event of an investigation where a law enforcement agency may exercise a warrant to inspect server logs. The statistics and log files may be preserved indefinitely and used at any time and in any way necessary to prevent security breaches and to ensure the integrity of the information supplied to Business Events Perth. Where you use Business Events Perth's social media pages (such as Facebook or Instagram), Business Events Perth will not collect any personal information about you without your consent.

### **Payment information**

We may collect certain payment and billing information when you register for Business Events Perth events. For example, we may ask you to designate a billing representative, including name and contact information upon registration. We may also collect your payment information, such as credit or debit card details, via secure payment processing services. Your payment details are collected solely to facilitate payments you authorise.

### **Business Dealings**

If you deal with Business Events Perth in the course of business, we will generally collect only your business contact details which we may use to communicate with you for ordinary

business purposes. We may collect your personal information in some circumstances. For example, if you are an employee of one of Business Events Perth's external service providers, if you work for a government agency with which Business Events Perth deals, if you transact with us, or if you volunteer personal information to Business Events Perth.

### Enquiries

When you make an enquiry with Business Events Perth including by phone, letter, email, in person or online, Business Events Perth may collect your name, address, email address and/or details about your enquiry or complaint. We endeavour to respond to enquiries promptly.

### Employee information

We also collect personal information about Business Events Perth's employees (including job applicants) and contractors (personnel records).

### Cookies and Other Tracking Technologies

Business Events Perth and our third-party partners, such as our advertising and analytics partners, use cookies and other tracking technologies (e.g. pixels) to provide functionality and to recognise your interaction with different Services and across various devices. For more information, please see our Terms of Use, which includes information on how to control or opt out of these cookies and tracking technologies. Some Business Events Perth webpages use cookies which are small files that may be placed on your hard disk for recordkeeping purposes. Cookies help Business Events Perth to simplify your subsequent visits to its websites and to provide a more streamlined experience. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. However, by not accepting cookies, some webpages may not display properly, or you may not be permitted to access certain information. Cookies are important for Business Events Perth websites and are used to provide the best possible online experience. By continuing to use the websites you are consenting to their use.

## **C. HOW BUSINESS EVENTS PERTH USES AND DISCLOSES INFORMATION ABOUT YOU**

Business Events Perth will only use and disclose Your Information for the purposes we disclose in this Policy, and/or otherwise in accordance with the applicable privacy and data protection laws and regulations. Business Events Perth will not sell Your Information.

For example, if you register to receive information about travelling to Western Australia on a Business Events Perth website, we will use your name and email address to provide this information. Other examples include use or disclosure for the purpose of:

- Marketing communications;
- Research and forecasting;
- Employment purposes; and,

- Performing specific statutory or administrative functions, for example responding to a request under the Freedom of Information Act 1982 (Cth) or under the Privacy Act 1988 (Cth).

Business Events Perth may disclose Your Information to third parties, which may include State and Territory tourism authorities in the course of conducting trade events, external service providers such as IT consultants, professional advisers, publishing houses and marketing/advertising agencies, State and Territory ministers, or business partners with whom Business Events Perth has a formal contractual relationship.

Business Events Perth will not use or disclose personal information for a purpose other than those disclosed in this Policy unless:

- Your consent is obtained;
- Business Events Perth is required to, or authorised by the law or a court or tribunal order; or,
- Otherwise in accordance with the applicable privacy and data protection laws.

To the extent permitted by law, Business Events Perth may also use or disclose Your Information for a secondary purpose related to, or directly related to, the purpose of collection where you would reasonably expect that Your Information would be used for this other purpose. These secondary purposes may include activities such as public education and quality assurance.

At or before the time Business Events Perth collects Your Information (or as soon as practical afterwards), we will take such steps as are reasonable in the circumstances to provide you with a collection notice containing the following information setting out, among other things, the purpose of collection. You always have the right to request the deletion of the personal information held by us.

#### **D. HOW BUSINESS EVENTS PERTH TRANSFERS INFORMATION WE COLLECT INTERNATIONALLY**

Business Events Perth may disclose Your Information to overseas organisations for marketing purposes. Countries in which recipients are likely to be located include those where Business Events Perth has regional offices, including the United Kingdom, Europe and Asia.

Business Events Perth does not disclose Your Information to any overseas recipient unless one of the following applies:

- The recipient is subject to a law or binding scheme substantially similar to the Australian Privacy Principles or containing European Commission approved model clauses or terms consistent with them, including mechanisms for enforcement;
- You have consented to the disclosure after being expressly informed that Business Events Perth will not be taking reasonable steps to ensure that the overseas recipient does not breach the applicable privacy and data protection laws;

- It is required or authorised by an international agreement relating to information sharing to which Australia is a party;
- It is reasonably necessary for an enforcement related activity conducted by, or on behalf of, an enforcement body and the recipient performs similar functions;
- An exception applies under the law (for example, the exceptions provided by Australian Privacy Principle 8 of Schedule 1 of the Privacy Amendment (Enhancing Privacy Protection) Act 2012); and/or
- It is required or authorised by law.

## **E. HOW BUSINESS EVENTS PERTH STORES AND SECURES INFORMATION WE COLLECT**

### **BUSINESS EVENTS PERTH SYSTEMS**

Business Events Perth takes the security of Your Information seriously and has implemented a range of physical and electronic security measures to protect Your Information from unauthorised access, misuse, modification and disclosure including the implementation of firewalls.

Electronic records of Your Information collected by Business Events Perth are stored in databases that are hosted on servers in Australia as well as overseas. While Business Events Perth holds Your information, it will be under the ultimate, direct or indirect control of Business Events Perth in its custody or the custody of one or more entities under the common control within it. It may be stored in Australia, or any other location contemplated in this Privacy Policy.

Your information will be stored for as long as Business Events Perth are providing goods or services to you and for a period of up to six years after we stop providing goods or services to you (or longer if the legal limitation period is greater). After this time, Business Events Perth will destroy, delete or de-identify Your Information within a reasonable time, unless required to retain it by law.

### **BUSINESS EVENTS PERTH WEBSITES**

Business Events Perth strives to protect the security, integrity and privacy of personal information submitted to its websites, and periodically updates its security measures in light of current technologies. There are inherent risks associated with the transmission of information via the Internet. Business Events Perth cannot guarantee or warrant the security of any personal information you submit to its websites. If you have concerns in this regard, Business Events Perth has other ways of obtaining and providing information. Postal services, phone and fax facilities are available, and details are provided in this Policy.

Business Events Perth websites may also be linked to websites operated by third parties. These links are meant for your convenience only. Links to third party websites do not constitute sponsorship, endorsement or approval of these websites. Visitors to those websites should refer to their separate privacy policies and practices.

## BUSINESS EVENTS PERTH STAFF

Business Events Perth also requires its staff to ensure that digital and hard copy records which contain Your Information are stored securely. Business Events Perth's employees are bound by confidentiality obligations as a condition of their employment, and this extends to ensuring that personal information collected by Business Events Perth is kept confidential.

## **F. HOW TO ACCESS AND CONTROL YOUR INFORMATION**

### AUSTRALIAN PRIVACY ACT

Under the Privacy Act 1988 (Cth), you have the right to seek access to the records of Your Information that held by Business Events Perth. You also have the right to ask Business Events Perth to amend Your Information if you think the information is inaccurate, out-of-date, incomplete, irrelevant or misleading.

If you wish to access or amend your personal information held by Business Events Perth, please submit a written request setting out what information you wish to access or amend, your name and a mailing/email address to the Manager, Legal and Governance, using the contact details set out in this Policy. Business Events Perth may require you to verify your identity. Business Events Perth will endeavour to respond to your request within 30 days.

You may also request access to and seek correction of Your Information under the Freedom of Information Act 1982 (Cth).

### EU GDPR

Under the EU General Data Protection Regulation (EU GDPR), EU residents may exercise their data subject rights, including the:

- **Right of Access:** You have the right to request copies of your personal data.
- **Right of Erasure.** You have the right to request that we erase your personal data, under certain conditions.
- **Right to Rectification:** You have the right to request that we correct any information you believe is inaccurate or incomplete.
- **Right to Data Portability:** You have the right to request that we transfer the data that we have collected to another organisation or directly to you, under certain conditions.
- **Right to Object to Processing:** You have the right to object to our processing Your Information, under certain conditions.
- **Right to Restrict Processing:** You have the right to request that we restrict the processing of your personal data, under certain conditions.

If you wish to exercise these rights, you may submit a written request using the contact details set out in Section H of this Policy.



## MANAGING YOUR ACCOUNT AND SUBSCRIPTION

If you wish to delete your registered account or unsubscribe to Business Events Perth communications including its newsletters, publications, and event invitations, you may do so by contacting us using the details set out in this Policy. To ensure we have the correct information, please include your registered email address, first name and last name, and requested change.

## **G. DATA BREACHES**

Business Events Perth is committed to protecting Your Information. In the unlikely event of a data breach, Business Events Perth will seek the advice of the Office of the Australian Information Commissioner to ensure that we comply with the reporting and other obligations under Australian law. Business Events Perth will likewise comply with its obligations under the GDPR where required.

## **H. FURTHER INFORMATION**

You can contact us with enquiries, comments or complaints using the details below.

**Name:** Business Events Perth ACN 008 766 541

**Address:** Level 2 / 129 St Georges Terrace, Perth WA 6000

**Phone:** (08) 9218 2900

**Email (Data Protection Officer):** Trish McKay | E: [tmckay@bep Perth.com](mailto:tmckay@bep Perth.com)

You can access further information about the privacy laws in Australia and the European Union at the below websites. Should you wish to make a complaint, details of the complaints process and the avenues available are also available at these websites.

**Australia:** <https://www.oaic.gov.au/>

**European Union:** <https://gdpr.eu/>