

Privacy Statement

Committed to protecting your rights

The Melbourne Convention and Exhibition Trust (MCET) operates the Melbourne Convention and Exhibition Centre (MCEC) on behalf of the State Government of Victoria, providing a range of services for customers, contractors, employees and the general public. MCET views the protection of personal and health information as an integral part of its commitment towards complete accountability and integrity in its activities and programs and is committed to protecting your rights and using your information responsibly.

This statement helps you to understand why and how MCET collects and uses personal information and what to do if you have questions, concerns or complaints in relation to personal, sensitive and health information, MCET is committed to the responsible handling of all information collected in compliance with its obligations as required by the *Privacy and Data Protection Act 2014 (Vic)*, *Privacy Act 1988 (Cth)* and *Health Records Act 2001 (Vic)*.

Types of personal Information we collect

Personal information is only collected as is necessary to enable MCET to carry out its services. When collecting personal, sensitive or health information, MCET will take reasonable steps to advise you of what information is being sought, for what purpose, whether any law requires the collection of the information and the main consequences, if any, of not providing the information.

We may collect and hold the following general personal information:

- Personal details including name, date of birth, telephone number, email address, mailing address
- Gender identification
- Messages emailed to us

The type of personal information that we collect about you may also depend on the type of dealings that you have with MCEC, for example we may collect specific information if you participate in one of our surveys.

How we collect personal information

In some circumstances individuals have the option of not identifying themselves when dealing with us, for example viewing the website or general telephone enquiries.

When we do collect personal information we generally collect it directly when that personal information is provided to us for example:

- In person
- Via mail
- Via email



- From enquiries on our website

In the event that we collect information from a third party we will ensure that this information is collected in accordance with our obligations under the *Privacy Act*.

Use of 'cookies' and analytics

Cookies

MCET's website may use 'cookies' which are an industry standard and used by most major websites. Cookies may be used for a variety of purposes for example to recognise a computer that has previously visited the website and to understand preferences and site behaviour. You can control how cookies are used and for what purposes through the settings on your chosen browser.

Online activity

we may use Google Analytics and other web server applications to track visits to our website. We will use this information to track the effectiveness of our website such as visits, lengths of visits, viewed pages. This data is mainly anonymous.

Information Collected

MCET will collect only the information necessary to enable us to operate the business and maintain our relationship with you. MCET will take reasonable steps to collect personal information directly and not indirectly. When collecting information from a minor, parent / guardian consent is required.

Use and Disclosure

MCET will only use your personal information for the purpose (primary) for which it was given and/or required by the *Privacy and Data Protection Act 2014 (Vic)*. At the time of collection, using a Collection Notice, MCET will take reasonable steps to ensure that we make you aware of how we use your personal information.

Personal information that is collected by MCET may be disclosed to MCET employees and contractors whose duties require them to use, protect, and handle your personal information in accordance with the *Privacy and Data Protection Act 2014 (Vic)* and any other applicable legislation regulating the collection, use, disclosure, storage and disposal of personal information.

Personal information provided by you will not be used and/or disclosed for any purpose other than that of the transaction you have entered into unless such a disclosure is required or authorised by the *Privacy and Data Protection Act 2014* or another law for example, for law enforcement purposes or to reduce the threat of harm.

Third party access

We may engage external suppliers to assist us in our activities, for example a bulk mailing, and may provide your information to them to achieve this. We bind third party suppliers to uphold confidential information.



We do not sell or share our databases with any third party.

Data Quality and Security

MCET takes reasonable steps to ensure the information we hold is accurate complete and up-to-date. Where possible we will check the accuracy of personal information with you before we use it.

We use a number of procedural, physical, software and hardware safeguards, together with access controls, secure methods of communication, back-up and disaster recovery systems to protect information from misuse and loss, unauthorised access, modification and disclosure.

Unique Identifiers

MCET does not use unique identifiers from other organisations (such as Centrelink or Australian Taxation Office) to identify individuals.

Anonymity

When seeking general information from us, you do not have to identify yourself. If you wish to make an enquiry, no personal information will be collected or recorded unless we need it to get back to you with an answer. However, if you wish to make a complaint under the *Privacy and Data Protection Act 2014 (Vic)*, identification is necessary.

Direct Marketing

Direct marketing is the promotion of goods and services directly to you including through emails, SMS, phone calls and the post. We will only send you direct marketing materials if you would reasonable expect to receive them or if you have consented. We will not use your personal information for the purposes of direct marketing until you have given us your prior consent; you can withhold or withdraw your consent by 'opting out'.

Opting Out

You can 'opt out' of receiving marketing communications from us by:

- Advising us if you receive a marketing call that you no longer wish to receive these calls;
- Using the 'unsubscribe' facility that we include in our electronic marketing messages
- Contacting us:
 - By email at privacy@mcec.com.au
 - By letter addressed to:

Privacy Officer

Melbourne Convention and Exhibition Trust



GPO BOX 777
MELBOURNE
VICTORIA 3001 AUSTRALIA

- Calling us on 03 9235 8000 Monday to Friday 9am to 5pm (excluding public holidays)

Transborder Data Flows

MCET uses technology delivered in a Software as a Service (SaaS) model to enable us to undertake our functions. Some SaaS providers have data centre locations that are outside of Australia. Our technology infrastructure may make use of cloud infrastructure or servers located outside Australia. In these cases, MCET may transfer your data to these organisations outside of Australia.

The main geographical location for collection of transborder data is United States of America.

Apart from this, we do not typically transfer personal information offshore.

MCET will take reasonable steps to ensure that any personal information held within these SaaS platforms will be handled in accordance with the Australian Privacy Principles.

Complaints and Data Breaches

Complaints about the way that we manage your personal information or allegations of breaches of the *Privacy Act* can be made to the contact below. In the event that a complaint is received regarding a breach of privacy the complaint will be investigated and responded to within 5 days from the date of receipt.

Data Breaches regarding privacy are governed at MCET by the organisation's Cyber Incident Response and Recovery Plan - Data Breach, and managed in accordance with the requirements of the State and Commonwealth privacy regulators.

If a complainant is not satisfied with the resolution by MCET about a privacy matter a complaint can be made to the Office of the Victorian Information Commissioner, see website <https://ovic.vic.gov.au/> telephone 1300 006 842, email to enquiries@ovic.vic.gov.au

Access and Correction

MCET will provide individuals with access to their personal, sensitive and / or health information upon written request to the Privacy Officer, Where information is to be provided MCET will provide within 28 days of receipt of the request if possible otherwise MCET will provide reasons for a delay in responding to a request for access to or for the correction of personal information - as soon as practicable, but no later than 45 days after receiving the request. Contact the Privacy Officer:

Privacy Officer
Melbourne Convention and Exhibition Trust
GPO BOX 777
MELBOURNE VICTORIA 3001 AUSTRALIA



Tel: (+61) 03 9235 8000

Email: privacy@mcec.com.au

If MCET holds incorrect information about you, you may request that information is amended.

There may be some circumstances where access to information cannot be granted as it may compromise the privacy of another individual.

Contact Us

If you have any questions in relation to privacy or this policy, please contact us at:

Privacy Officer

Melbourne Convention and Exhibition Trust

GPO BOX 777

MELBOURNE VICTORIA 3001 AUSTRALIA

Tel: (+61) 03 9235 8000

Email: privacy@mcec.com.au

Published: 17/03/2022

