

Brisbane Marketing Group Privacy Policy

The Privacy Act 1988 provides rules of conduct for the collection, retention, access to, correction, use and disclosure of personal information about individuals.

Brisbane Marketing Pty Ltd ABN [86 094 633 262](#) ("Brisbane Marketing") takes all reasonable and appropriate steps to protect the privacy of individuals and to comply with the 13 Australian Privacy Principles contained in the Privacy Act 1988.

This Privacy Policy is about the management of personal information by Brisbane Marketing.

What kinds of personal information does Brisbane Marketing collect?

The kinds of personal information that Brisbane Marketing collects and holds may include:

- Name
- Email
- Job Title/Department/Employer
- Country
- State
- Region
- Suburb
- Postcode
- Gender
- Age
- Phone
- Interests

How Brisbane Marketing collects and stores personal information

Collection of personal information

Brisbane Marketing collects information in a number of ways:

- Via forms e.g. subscriptions, surveys and competitions;
- Website or program sign-up or registration;
- Directly from individuals over the telephone, via email, via facsimile, online and in person.

Storage of personal information

Personal information collected by Brisbane Marketing is stored on our partners' secure servers and in physically secure locations within the organisation. Access to personal information is restricted to the Brisbane Marketing employees that are directly responsible for the organisation's primary functions and activities related to that information.

The purposes for which your personal information is collected, held and used by Brisbane Marketing

Use of personal information

Brisbane Marketing uses personal information for its operational and marketing purposes. For example, personal information is used 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 Brisbane Marketing products and services, competitions and events that may interest them
- To research and develop Brisbane Marketing's services

Provide direct marketing

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

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

If you no longer wish to receive marketing material from Brisbane Marketing, 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 your personal information to any other person or organisation unless one of the following reasons apply:

- You have given us your consent to do so
- The information is needed to conduct a transaction between you and that person or organisation
- We are required by law to do so
- There are grounds to believe disclosure will prevent a threat to life or health
- That person or organisation is providing a service to Brisbane Marketing and is required to maintain the same or similar privacy legislation principles

How to access and correct your personal information

Subject to some exceptions under Australian law, you have the right to access the personal information Brisbane Marketing 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 (see contact details below).

Chief Executive Officer

Brisbane Marketing

PO Box 12260 George St

Brisbane Qld 4000

-or-

Email ceo@brisbanemarketing.com.au

Please insert 'privacy' in the subject line

Brisbane Marketing reserves the right to charge you a reasonable fee for the provision of personal information.

How to make a complaint

You have the right to make a complaint about the management of the Australian Privacy Principles by Brisbane Marketing and are entitled to report any breach of the Australian Privacy Principles by Brisbane Marketing. Complaints should be made in writing and sent to Brisbane Marketing's Chief Executive Officer (see contact details below).

Chief Executive Officer

Brisbane Marketing

PO Box 12260 George St

Brisbane Qld 4000

-or-

Email ceo@brisbanemarketing.com.au

Please insert 'privacy' in the subject line

Brisbane Marketing will respond to your complaint within 30 days.

If you have not heard from Brisbane Marketing within 30 days, or if you are unhappy with Brisbane Marketing'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

Contact Details

If you have any questions or concerns regarding privacy and your personal information, we can be contacted 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 at:

Chief Executive Officer

Brisbane Marketing

PO Box 12260 George St

Brisbane Qld 4000