

# Privacy Policy

**Version date: May 2018**

## **1. Introduction**

- 1.1 VISIT Group Pty Ltd ABN 89 605 940 985, trading as VISIT Merchandise is committed to responsible privacy practices and to complying with the Privacy Principles contained in the *Privacy Act 1988* ("Privacy Act"), the *Privacy Amendment Act 2012* and *Privacy Regulation 2013* made under the Privacy Act. Details of these can be found at <http://www.oaic.gov.au/privacy/privacy-act/privacy-law-reform>
- 1.2 This Privacy Policy sets out our policies on the management of personal information including how we collect personal information, the purposes for which we use this information, and to whom this information is disclosed. We may change our Privacy Policy from time to time at our discretion. At any time, the latest version of our Privacy Policy is available from our website at <http://www.visit.com.au/about.html>
- 1.3 Your use of our sites (in whatever form), indicates your acceptance of this Privacy Policy, and that you have consented to us using and collecting your information according to the terms defined within this policy. These terms may be updated periodically and your continued use of our sites will constitute your consent and agreement with any amendments.

## **2. What is personal information?**

- 2.1 In this Privacy Policy, "personal information" has the meaning set out in the Privacy Act. Essentially, personal information is information or an opinion about an individual who is reasonably identifiable.

## **3. What types of personal information does VISIT Merchandise collect?**

- 3.1 The types of personal information VISIT Merchandise collects from you depend on the circumstances in which the information is collected.
- 3.2 VISIT Merchandise may collect contact details including your name, address, email address, phone and fax numbers and your date of birth. We may collect answers you provide to questions we ask and other information in relation to your dealings with VISIT Merchandise. If you purchase products or services from us, we may also collect certain transactional information and financial details to process the transaction.
- 3.3 When you use our websites, we may collect website usage information such as the IP address you are using, the name of your Internet service provider, your browser version, the web site that referred you to us and the next website you go to, the pages you request, the date and time of those requests and the country you are in.
- 3.4 In certain circumstances we are required to collect government identifiers such as tax file numbers. We only collect, use and disclose such information as permitted or required by law.
- 3.5 In addition to the types of personal information identified above, VISIT Merchandise may collect personal information as otherwise permitted or required by law.

#### **4. How do we collect your personal information?**

4.1 VISIT Merchandise collects personal information in a number of ways. The most common ways we collect your personal information are:

- directly from you when you provide it to us or our agents;
- via our website or when you deal with us online (including through any social media pages);
- from publicly available sources;
- from credit reporting agencies;
- from third parties (for example, credit reference information from other suppliers you have conducted business with) and;
- from referees (if you apply for a trading account or a position as an employee with us).

#### **5. For what purposes do we collect, use and disclose your personal information?**

5.1 The purposes for which we use and disclose your personal information will depend on the circumstances in which we collect it. Whenever practical we endeavour to inform you why we are collecting your personal information, how we intend to use that information and to whom we intend to disclose it at the time we collect your personal information.

5.2 We may use or disclose your personal information:

- for the purposes for which we collected it (and certain secondary purposes where permitted by law);
- for other purposes to which you have consented; and
- as otherwise authorised or required by law.

5.3 In general we collect, use and disclose your personal information so that we can do business together and for purposes connected with our business operations.

5.4 Some of the specific purposes for which we collect, use and disclose personal information are:

- to respond to you if you have requested information (including via our websites or via an email or other correspondence you send to us);
- to provide goods or services to you, or to receive goods or services from you;
- to administer and manage services, including charging, billing and collecting debts;
- to enable you to participate in any loyalty programs that we may conduct;
- to improve our products and services and keep you up to date on such improvements;
- to understand our customer base and help tailor our products and services;
- to allow performance reporting and benchmarking of your business, if applicable;

- to contact you (directly or through our service providers) to obtain your feedback, to find out your level of satisfaction with our products and services and for other market research activities;
- to verify your identity;
- to address any issues or complaints that we or you have regarding our relationship; and
- to contact you regarding the above, including via electronic messaging such as SMS and email, by mail, by phone, by fax or in any other lawful manner.

5.5 We may also use and disclose your personal information for the purpose of direct marketing to you where: you have consented to us doing so; or it is otherwise permitted by law.

5.6 Direct marketing involves communicating directly with you for the purpose of promoting goods or services to you and to provide you with special offers. Direct marketing can be delivered by a range of methods including mail, fax, telephone, email or SMS. You can unsubscribe from our direct marketing, or change your contact preferences, by contacting us (see section 14 of this Privacy Policy).

## **6. What happens if you don't provide personal information?**

6.1 Generally, you have no obligation to provide any personal information requested by us. However, if you choose to withhold requested personal information, we may not be able to provide you with products and services that depend on the collection of that information.

## **7. To whom do we disclose personal information?**

7.1 We may disclose your personal information to third parties in connection with the purposes described in section 5 of this Privacy Policy.

7.2 This may include disclosing your personal information to the following types of third parties:

- other third parties that provide goods and services to us (including suppliers, marketing agencies, billing and debt recovery providers, website and data hosting providers, loyalty program administrators and other IT suppliers);
- our accountants, insurers, lawyers, auditors and other professional advisers;
- government and regulatory authorities, courts, tribunals and other bodies as required or authorised by law;
- any third parties to whom you have directed or permitted us to disclose your personal information (e.g. referees);
- carefully selected third parties with whom we have data sharing arrangements;
- third parties that require the information for law enforcement or to prevent a serious threat to public safety; and
- otherwise as permitted or required by law.

7.3 Where we disclose your personal information to third parties we will use reasonable

commercial efforts to ensure that such third parties only use your personal information as reasonably required for the purpose we disclosed it to them and in a manner consistent with the Privacy Principles under the Privacy Act.

- 7.4 If you post information to public parts of our websites or to social media pages, you acknowledge that such information (including your personal information) may be available to be viewed by the public. You should use discretion in deciding what information you upload to such sites.

## **8. Disclosure of information outside the State/Territory of collection**

- 8.1 Some of the third parties to whom we disclose personal information may be located outside the state or territory in which the information was collected Australia. The state/territories in which such third parties are located will depend on the circumstances.

## **9. How do we protect personal information?**

- 9.1 VISIT Merchandise respects the confidentiality of the Personal Information it collects and will take all reasonable steps to ensure any personal information we keep about you is secure. We do not retain credit card details after processing. Please notify us immediately if you become aware of any breach of security.
- 9.2 Although we take all necessary steps to protect your Personal Information, you acknowledge that we cannot totally ensure the security of all information which is provided to us because the Internet is inherently insecure. As a consequence, any Personal Information you provide to us, is at your own risk. We will take all reasonable steps to destroy or permanently erase any Personal Information which is no longer needed as described in this Privacy Policy.
- 9.3 **Mandatory Data Breach Notification** - VISIT Merchandise is committed to doing all that it can to protect the Personal Information of any person we collect data from. Due to the inherently insecure nature of the Internet, regardless of the protection measures we deploy, should a data breach occur, we may notify you as soon as practicable in compliance with the law. In the event of an "eligible data breach", we may notify you of what has occurred, what Personal Information is involved and what we will do about the specific situation.

## **10. Accuracy of the personal information we hold**

- 10.1 We try to maintain your personal information as accurately as reasonably possible. We rely on the accuracy of personal information as provided to us both directly (from you) and indirectly.
- 10.2 We actively encourage users of our website to update and maintain their own personal information via the update process made available to duly authorised users.
- 10.3 You may also contact us if the personal information we hold about you is incorrect or to notify us of a change in your personal information. Our contact details are set out in section 14 of this Privacy Policy.

## **11. Links, cookies and use of VISIT Merchandise websites and applications**

- 11.1 VISIT Merchandise websites may contain links to other sites. This Privacy Policy applies to our websites and not any linked sites which are not operated or controlled by VISIT Merchandise. We encourage you to read the privacy policy of each website that collects your personal information.

11.2 VISIT Merchandise uses “cookies” and similar technology on its websites and in other technology applications. The use of such technologies is an industry standard, and helps us monitor the effectiveness of our advertising and how visitors use our websites / applications. We use such technologies to generate statistics, measure your activity, improve the usefulness of our websites / applications and to enhance the “customer” experience.

11.3 If you prefer not to receive cookies you can adjust your Internet browser to refuse cookies or to warn you when cookies are being used. However, our websites may not function properly or optimally if cookies have been turned off.

## **12. How can you access and correct personal information we hold about you?**

12.1 You may seek access to personal information which VISIT Merchandise holds about you by contacting us as described in section 14 of this Privacy Policy. We will provide access to that information in accordance with the Privacy Act, subject to certain exemptions which may apply. We may require that the person requesting access provide suitable identification and where permitted by law we may charge an administration fee for granting access to your personal information.

12.2 If you become aware that any personal information we hold about you is incorrect or if you wish to update your information, please update this information as per section 10.2 of this Privacy Policy or contact us directly (see section 14 of this Privacy Policy).

## **13. Queries, comments and complaints about our handling of personal information**

13.1 If you have any questions, comments or complaints about our collection, use or disclosure of personal information, or if you believe that we have not complied with this Privacy Policy or the Privacy Act, please contact us (see section 14 of this Privacy Policy).

13.2 When contacting us please provide as much detail as possible in relation to your question, comment or complaint.

13.3 VISIT Merchandise will take any privacy complaint seriously and any complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner. We request that you cooperate with us during this process and provide us with any relevant information that we may need.

13.4 If you are not satisfied with the outcome of our assessment of your complaint, you may wish to contact the Office of the Australian Information Commissioner ([click here for information](#)) or other relevant regulators.

## **14. How can you contact us?**

14.1 Please address all privacy complaints and requests to update or access information to:

Attention: Privacy Officer  
VISIT Group Pty Ltd  
1 Geddes Street  
Mulgrave, VIC 3170

OR to [privacy@visit.com.au](mailto:privacy@visit.com.au)

14.2 To unsubscribe from our direct marketing, you can also contact us at [unsubscribe@visit.com.au](mailto:unsubscribe@visit.com.au) and set out the contact details that you no longer want used for direct marketing.