

Policy

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1 Purpose

Brisbane Economic Development Agency Pty Ltd (BEDA) is committed to protecting and managing personal information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs) and other applicable laws. This policy explains how BEDA collects, holds, uses, discloses and protects personal information, and how individuals may access or correct their information or make a privacy complaint.

2 Scope

This policy applies to personal information handled by BEDA through its programs, events, partnerships, stakeholder engagement, marketing, digital services, customer relationship management (CRM), business operations, recruitment and employment activities.

3 What BEDA collects

Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable.

Depending on the interaction, BEDA may collect:

- name and contact details;
- organisation, employer, role and business contact details;
- event, program, booking, competition or registration information;
- communication and marketing preferences;
- records of enquiries, correspondence and stakeholder interactions;
- information provided through surveys, consultations or research;
- website, digital platform and technology usage information where lawfully collected;
- recruitment, employment and workforce information; and
- other information reasonably necessary for BEDA's functions and activities.

BEDA does not collect personal information merely because it may be useful or convenient.

BEDA generally does not collect sensitive information unless it is reasonably necessary, and consent has been obtained as required, and the appropriate safeguards are in place.

4 How BEDA collects information

BEDA may collect personal information directly from individuals through meetings, telephone calls, email, correspondence, forms, registrations, surveys, subscriptions, events, programs, websites, digital

platforms, recruitment and employment processes. BEDA may also collect information from publicly available sources, service providers or partners where lawful and appropriate.

Where practicable, BEDA collects personal information directly from the individual.

4.1 Collection notices

At or before collecting personal information, or as soon as practicable afterwards, BEDA takes reasonable steps to inform individuals why the information is being collected, how it may be used or disclosed, whether collection is required or authorised by law, the consequences of not providing it, and where to find information about access, correction and privacy complaints. Collection notices are provided through websites, forms, registrations, events, programs or other appropriate channels.

5 How BEDA uses and discloses information

BEDA may use or disclose personal information to administer events, deliver services and programs, manage stakeholder relationships, conduct research and analysis, improve services, manage contractual relationships and satisfy legal obligations as well as for operational and marketing purposes.

BEDA only uses or discloses personal information for the purpose for which it was collected, related purposes that an individual would reasonably expect, or other purposes permitted by law or consented to by the individual.

Where BEDA sends direct marketing communications, it includes a clear opt-out mechanism and manages opt-out requests in accordance with applicable law.

5.1 Automated decisions

BEDA does not currently use automated decision-making involving personal information where the decision could reasonably be expected to significantly affect the rights or interests of an individual. If this changes, BEDA assesses the arrangement and, where required by law, describes the kinds of personal information used and the kinds of decisions made.

6 How BEDA stores information

6.1 CRM and recordkeeping

BEDA utilises a Customer Relationship Management (CRM) platform to manage stakeholder and customer relationships. While data associated with this system is predominantly stored within Australia, scheduled or unscheduled service disruptions managed by Microsoft may result in data being temporarily processed or stored in other jurisdictions. This may also include backup data stored outside Australia.

BEDA engages third-party service providers that may be located overseas. Where personal information is disclosed to, processed by, or stored with providers outside Australia, BEDA takes reasonable steps to ensure these providers handle and protect personal information in accordance with applicable Australian privacy laws and requirements.

6.2 Security and access

BEDA takes reasonable steps to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure. Measures include role and permissions-based access, multifactor authentication, encryption, monitoring, secure storage, supplier controls and staff training. Access is limited to those who require it for authorised duties and removed when no longer required.

7 Data quality, retention and disposal

BEDA takes reasonable steps to keep personal information accurate, current, complete, relevant and not misleading. Records are updated when corrected or more current information is received.

BEDA retains personal information only for as long as reasonably required for its purpose or a legal, contractual, business or recordkeeping obligation. When no longer required, information is securely destroyed or permanently de-identified, unless it is subject to an authorised hold.

7.1 Unsolicited information

If BEDA receives personal information it did not request, it assesses whether the information could lawfully have been collected. If it could not and BEDA is not required to retain it, BEDA takes reasonable steps to destroy or de-identify it as soon as practicable.

7.2 Data breach

If BEDA becomes aware of a data breach involving personal information, it will assess and respond to the incident in accordance with applicable legal obligations. Where notification obligations apply, BEDA will notify affected individuals and the Office of the Australian Information Commissioner in accordance with law.

8 How to access and correct your personal information

Individuals may request access to personal information BEDA holds about them or ask BEDA to correct information that is inaccurate, out of date, incomplete, irrelevant or misleading.

BEDA may request proof of identity before releasing personal information and may refuse access in accordance with law. BEDA does not charge for making a request, although a reasonable charge may apply to providing access where permitted.

8.1 Contact details

Individuals can obtain access to their personal information or request a correction either by mail or email using the contact details set out below.

Chief Executive Officer
Brisbane Economic Development Agency
PO Box 12260 George St
Brisbane Qld 4000
Email: ceo@brisbane-EDA.com.au

When contacting BEDA by email about a privacy matter, individuals should include 'privacy' in the subject line.

9 Complaints

A person who believes BEDA has mishandled their personal information may make a written complaint using the contact details provided in section 8.1.

BEDA acknowledges, investigates and responds to privacy complaints within a reasonable period. If the person is dissatisfied with BEDA's response, they may contact the Office of the Australian Information Commissioner at www.oaic.gov.au.

10 Further information

BEDA makes this policy available free of charge in an appropriate form, ordinarily through its website, and takes reasonable steps to provide a copy in another requested form where practicable.

BEDA reviews this policy at least every two years or earlier if there's a material change to law, BEDA's functions, technology, information-handling practices or risk profile.