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# privacy policy – HESTA awards

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## 1. We respect your privacy

Your privacy is important to us. This Policy explains how H.E.S.T. Australia Limited (referred to in this Policy as "us", "our", or "we") manages personal information we collect as promoter of the HESTA Excellence Awards, HESTA Early Childhood Education and Care Awards, HESTA Impact Awards, HESTA Australian Nursing & Midwifery Awards, , (referred to in this Policy as "HESTA Awards"). We are committed to managing personal information in accordance with the *Privacy Act 1988* ('Privacy Act') and the Australian Privacy Principles, and being open about how we manage personal information.

We may, from time to time, review and update this Policy including to take into account new laws, regulations and technology. All personal information held by us will be governed by this Policy which applies to our collection, use and disclosure of personal information.

## 2. Collection of personal information

### *Types of personal information we collect*

We will only collect personal information which is necessary for the purposes of carrying out our functions as promoter of the HESTA Awards. The personal information collected generally includes:

- Name
- Contact details
- Workplace information
- Other information necessary to promote the HESTA Awards
- Other information you may make publicly available online (including but not limited to information on social media platforms)
- Information from your dealings with our web site, products, services, content and advertising, including location, geo-location information, device ID, computer and network information, page view data, site traffic, ad information, IP address and web logging data.

### *How we collect personal information*

We aim to collect personal information in a fair and lawful manner, which is not unreasonably intrusive. Personal information is generally collected directly from the person to whom the information relates if it is reasonable and practical to do so, however this may not always be the case. For example, we may collect information about Award nominees from their nominators. Where information is collected from a third party, it is the third party's responsibility to notify the person about the disclosure of their personal information to us.

In some circumstances, we may provide you access to our online communities through the option of a third party platform sign on (including but not limited to, social sign ons). In this case we will be accessing and collecting the personal information which you have authorised the third party platform to pass on to us. Where we collect personal information from third parties, we will ensure that the collection is conducted in a fair and lawful manner and the information is reasonably necessary for our functions or activities.

When collecting personal information, we may collect it in ways including:

- Through access and use of our website;
- When you enter into promotions, competitions or respond to surveys;
- When you sign up to join any of our online communities including registering to attend events;
- With your express consent when you access any applications within HESTA's social media accounts;
- When you download and use any of our digital publications or mobile applications;
- Through interacting with us on social media; or
- Written requests – in writing or by email.

Personal information may also be collected on our behalf by our service providers.

#### *What can happen if we are unable to collect personal information*

If we are unable to collect personal information, or the information provided is not complete or accurate, this may mean;

- We cannot process a nomination or registration for the HESTA Awards;
- We cannot contact you.

### **3. Use of personal information**

In carrying out our functions as the promoter of the HESTA Awards we generally use personal information as follows:

- Verifying nominations;
- Registering attendance at the HESTA Awards events;
- Communicating information about the HESTA Awards;
- Displaying content and advertising that are customised to your interests, preferences and experiences;
- Marketing, publicity and research to improve products and services;
- Personalising and customising your experiences on our website or applications;
- Using aggregated or de-identified information for the purposes of data analysis, research and reporting;
- Complying with regulatory or other legal requirements including reporting obligations;

- Using information, including IP addresses for assisting with risk management, cyber security and fraud prevention activities; or
- For any other use required or permitted by law or any other purpose communicated to you at the time that the personal information was collected or for which you provided your consent.

We may use your personal information for a secondary purpose if that secondary purpose is related to the purposes listed in this section 3, if we have your consent or if otherwise provided for under the Privacy Act.

Generally, we will only collect and use your personal information in accordance with this Policy. In the event that we collect or use personal information in ways other than as stated in this Policy, we will ensure that we do so in accordance with the Privacy Act.

## **4. Direct Marketing**

We may use personal information to send users direct marketing communications - including information about products and services or other opportunities available to members of HESTA that we consider may be of interest to you. At any time you may opt-out of receiving marketing communications by contacting us or by using opt-out facilities provided in the marketing communications. We will not sell your personal information to third parties for the purposes of direct marketing.

You can tell us at any time if you do not wish us to disclose your information to other parties such as our related organisations or third parties for marketing purposes. To do this, you just need to contact our Privacy Officer.

Sometimes we use information from our collected records to produce aggregated data. This aggregated data does not identify individuals. We use the aggregated data for research purposes and product improvements and may share the data with third parties.

## **5. How we hold personal information**

We may hold information in either electronic or hard copy form. We take reasonable steps to ensure personal information is protected from misuse, interference, loss, unauthorised access, modification or disclosure in accordance with the Privacy Act. This may include, but is not limited to, ensuring we or any service provider who maintains electronic records has appropriate IT data security policies in place, and engaging secure third-party storage providers for hard copy records. We undertake regular staff training to ensure our staff are aware of our privacy commitments and obligations in relation to the collection, use and disclosure of personal information. Personal information is destroyed or de-identified when no longer needed or when we are no longer required by law to retain it (whichever is the later).

## 6. Disclosure of personal information

We may disclose personal information to:

- Judges of the HESTA Awards; or
- Third party service providers who assist us in providing products and services including those promoting the HESTA Awards, public relations companies and technical service providers. Generally, we require that organisations who handle or obtain personal information as service providers to us agree to comply with this policy and the *Privacy Act*.

We do not disclose any personal information outside of Australia.

## 7. Quality of personal information

We rely on accurate, complete and up-to date personal information to successfully promote the HESTA Awards. We request that individuals check the accuracy of the personal information we hold about them (such as contact details). We encourage individuals to advise us immediately of any changes to personal information.

## 8. Access and correction of personal information

Individuals have a right to know what information we hold about them and to have it corrected if required. To access or request correction of personal information please contact us on 03 8660 1600. We aim to respond to your request within 30 days. Under the Australian Privacy Principles there are some circumstances in which requests to access or change your information may be denied. If this applies to you, we will provide our reasons for refusal in writing. If you disagree with our decision you may lodge a complaint through our complaints process.

The lodging of a request for access to information is free of charge. Information will usually be provided free of charge, however we reserve the right to impose reasonable charges for provision of information either generally or on a case-by-case basis.

## 9. Privacy and the internet

### *Email*

If you send us an email message requesting information, we will use your email address and other information you supply to respond to your request. If you choose to receive any of our updates via email we will only use the details you have provided for the service you have chosen. You are able to unsubscribe at any time. Personal information will be retained only for as long as necessary to fulfill the purpose for which the information was collected, or as required by law.

### *Cookies/re-targeting codes and analytics*

We use cookies to assist you in accessing information on our website or applications. Cookies are a way of storing data on your computer so you do not have to enter the same information every time you visit our website. They are small text files that are transferred to a user's computer hard drive by a website or app for the purpose of storing information about a user's identity, browser type or website visiting patterns. We may use cookies so that you can personalise the site to meet your own needs. We do not store any of your personal information when we do this.

If you have any concerns about cookies you can adjust your internet browser to disable cookies, however we may not be able to provide you with all the service or functionality you require on our website or apps if you choose to do so.

We, and our service providers, use the information collected from cookies for a number of reasons including the following:

- for statistical purposes in order to track the number of users we have and how often they visit our website or apps;
- to provide data, ratings and other information for industry and other public reporting;
- to provide you with a more customised, convenient and personal experience on our websites or apps;
- to track who has viewed an advertisement or clicked-through an advertisement; and
- to provide you with a more targeted advertising experience both on and off our websites or apps and allowing us to review how effective an advertising campaign has been.

We may engage various analytic programs, including Facebook Custom Audience, Google Analytics and Adobe Analytics to analyse the performance of our websites and apps and to provide us with reports that contain aggregated, de-identified information that helps us to understand how you use our websites or apps. This information is anonymous and helps us with the selection of advertisements for groups of individuals.

We may also use Google Analytics features (including Google Remarketing, Google Display Network Impressions Reporting, the Double Click Campaign Manager and Google Analytics Demographics and Interest Reporting) on our websites and apps. Google Analytics uses both first party and third party cookies to record internet traffic information such as when, and how many times, you have visited our website or

apps. We, and some third parties (including Google and Facebook) also use the information to improve advertising selection for groups of individuals based on demographic information. The cookies allow us and other third parties (including Google and Facebook) to evaluate your interactions with advertising services on our websites and apps and serve targeted advertising on those websites and apps and across the Internet. We have enabled Google Analytics for Display Advertising, which allows Google and other third parties to advertise to you on our websites and apps and across the Internet.

By using Google Ads Settings (located at <https://www.google.com/settings/ads>), you can opt out of these features at any time and customise your Google Display Network Ads.

You can opt-out of Adobe Analytics tracking and on-site personalization services by following the instructions on <http://www.adobe.com/au/privacy/opt-out.html#4>.

You can manage your Facebook settings at any time and customize your advertising preferences by following the instructions on <http://www.facebook.com/settings>.

For more general information about how to opt out of cookies being used by third party ad servers visit [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

#### *Mobile applications*

We, or one of our service providers, may collect information through our mobile applications ('apps') to assist us in understanding how you use our apps, how the apps are performing and to help us in the selection of advertisements for groups of individuals. Our access to this information is in accordance with the terms you have agreed to with the applicable app store from which you downloaded our app.

#### *Geo-Targeting/IP Locators*

Our website and apps may make use of software that detects what geographical region users are accessing from in order to provide users with information and resources specific to their particular geographical area.

#### *Web links*

The HESTA Awards website may contain links to the websites of other organisations. We are not responsible for the privacy practices of the organisations whose websites you have accessed through these links. These organisations are responsible for their own privacy practices and you should check their privacy statements before providing any personal information to them.

#### *Security*

While all reasonable steps are taken to protect personal information provided through the internet, you should be aware that there are general risks in transmitting personal information via the internet. You should assess these potential risks before deciding whether to use our online services. If you do not wish to transmit personal information over the internet you may provide information to us by mail, telephone or fax.



## 10. Contact details and complaints

If you consider that any action by us breaches this Policy or the Australian Privacy Principles or otherwise does not respect your privacy, you can make a complaint.

1. Contact our Brand Experience Manager on 03 8660 1600 to discuss your concerns. If your concerns can't be resolved immediately, you can provide more detailed information about your complaint for our consideration.
2. We'll investigate your complaint and make every effort to respond within 10 business days. If we can't fully respond in that time, we'll endeavor to keep you informed about the progress of your complaint. Our response will detail the outcome of the investigation and the reason for our decision. This process is free of charge.
3. If you are not satisfied with the outcome of your complaint, you can telephone the Australian Information Commissioner on 1300 363 992.
4. Please feel free to contact our Brand Experience Manager on 03 8660 1600 if you have any questions about your privacy or for any other queries or issues relating to this Policy.

## 11. Review

This policy will be reviewed annually.

Policy last updated October 2021