



Uraidla & Summertown H & F and Society Inc

PRIVACY POLICY

About our Privacy Policy

Uraidla & Summertown Horticultural and Floricultural Society Inc. (“we”, “us”, “our” or “the Uraidla Show””) recognises the importance of privacy and is committed to protecting the privacy of individuals when handling their personal information. We handle personal information for purposes relating to our operations and activities including memberships, the Uraidla Show and our other activities.

The Constitution of the Uraidla Show is to contribute to the success and promotion of our District through the staging of events and the rewarding of excellence.

This is achieved through:

- Ensuring the continued success and relevance of the Uraidla Show to the community;
- Educating the community about the importance of Primary Industries in the economy and in their lives through bringing urban and country Australia together.
- Staging corporate, industry and community based events and exhibitions;
- Successfully operating and managing an exhibition and public entertainment space.

Our Privacy Policy outlines how we handle personal information in an open and transparent manner in accordance with the Australian Privacy Principles contained in the Commonwealth *Privacy Act 1988* (“**Privacy Act**”). By providing us with your personal information you consent to us handling it in accordance with our Privacy Policy. If you provide us with any personal information about another individual then we rely upon you to inform him or her of the details contained in our Privacy Policy.

Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information for purposes relating to our functions and activities. For example, we may collect, hold, use or disclose your personal information for one or more of the following purposes:

- Your registration as a member with us
- Your registration and participation in our competitions at the Uraidla Show
- Managing our customer relationship with you
- Providing you with information about our products, services, functions, activities or events
- Evaluating or improving our products, services, functions, activities or events
- Marketing or promoting our products, services, functions, activities or events
- Carrying out our functions and activities
- Complying with our legal or regulatory obligations

What kinds of personal information we collect

The kinds of personal information about you that we may collect and hold include your:

- Personal details including name, contact details, gender, age and personal interests
- Payment information including bank account details and credit card details
- Information about animals owned by you and entered into our competitions
- Product and service information including purchase history

We will not collect any sensitive information about you without your consent unless we are required or authorised by law to collect the information. Sensitive information includes information about a person’s health, biometrics, genetics, ethnic background, religious beliefs, religious affiliations, philosophical beliefs, professional memberships, trade memberships, political memberships, political opinions, sexual preferences or criminal record.

If we are not provided with the personal information about you which we request then we may not be able to provide you with our products or services and you may not be able to attend or participate in our functions, activities or events.

What kinds of website visitor information we collect

We also collect and hold information about visitors to our websites: www.uraidlashow.com (“Website”) using a range of third party tools including cookies and session tools. For example, when you visit our Website we may collect your server address, domain name, operating system, browser type, pages accessed, documents downloaded, previous visits, referring website and visit date and time. We collect and hold this information for the purpose of maintaining and improving our Website and enhancing your experience browsing our Website. You may set your browser to disable cookies but some parts of our Website may not function properly if cookies are disabled. Our Website do not set tracking cookies if a Do Not Track request is received from your browser.

How we collect personal information

We usually collect personal information directly from you in person or when you communicate with us by form, letter, telephone, facsimile, email, internet or other means. For example, we may collect your personal information directly from you when:

- You register as a member with us
- You register to participate in our competitions at the Uraidla Show
- You request us to provide you with our products or services
- You request us to provide you with assistance or support for our products or services
- You attend or participate in our functions, activities or events
- You request us to provide you with information about our products, services, functions, activities or event
- You complete a survey or provide feedback in respect of our products, services, functions, activities or events
- You enter our competitions

When you will have the option of not identifying yourself

We will give you the option of not identifying yourself or using a pseudonym when dealing with us in relation to a particular matter except where it is impracticable or unlawful for us to do so. For example, you may not need to identify yourself when you request that we provide you with general information about our products, services, functions, activities or events.

How we handle unsolicited personal information

If we receive any of your personal information that we have not requested then we will determine within a reasonable time whether or not we could have collected the information. If we determine that we could not have collected the information then we will destroy or de-identify the information as soon as reasonable practicable but only if it is lawful and reasonable to do so.

How we disclose personal information

We disclose personal information to third parties for the purpose of carrying out our functions and activities. For example, we may disclose your personal information to:

- Your authorised representatives in connection with providing you with our products or services or your attendance at or participation in our functions, activities or events
- Our service providers that assist us to carry out our functions and activities including our customer support providers, information technology providers, printing and mailing providers, marketing providers, credit report providers, billing providers, debt recovery providers and professional advisers
- Our related associations, agents, partners, affiliates and other trusted entities that assist us to carry out our functions and activities
- Government departments and agencies in connection with carrying out our functions and activities
- Uraidla Show visitors requesting information about your goods or services

These third parties to whom we may disclose your personal information may be located in Australia or other countries.

We will not disclose your personal information to any other third parties without your consent except where required or authorised by law. [For example, we will not sell, trade or rent your personal information to any third party for marketing purposes without your consent.

How we use personal information for direct marketing

We may use your personal information to provide you with news or other information about our functions, activities or events that may be of interest to you. In each such communication we will describe how you may at any time request not to receive any further such communications from us. We will give effect to your request not to receive any further such communications from us as soon as practicable.

How we hold and protect personal information

We hold personal information that we collect in both physical and electronic storage facilities including paper-based files, computer servers, desktop and laptop computers, tablets, mobile phones, cameras and other portable data storage devices.

We protect personal information that we hold from misuse, interference and loss, and from unauthorised access, modification or disclosure using both physical and electronic security measures which include secure premises, physical access restrictions, locked cabinets, secure databases, password access, anti-virus software, data encryption and firewalls.

If we hold any personal information that we no longer need for any of our purposes then we will take reasonable steps to destroy or de-identify the information unless we are required by law to retain the information.