

PRIVACY POLICY

1 Purpose

TarraWarra Museum of Art Limited (ACN 093 516 495) (**TWMA**) recognises the importance of your privacy and is committed to protecting your privacy when handling your personal information. This Privacy Policy explains how TWMA will collect, hold, use, disclose, protect and otherwise handle your personal information in accordance with the Australian Privacy Principles (**APPs**) contained in the *Privacy Act 1988* (Cth) (**Privacy Act**).

This Privacy Policy does not constitute a contractual representation, promise, guarantee or warranty by TWMA to you as to the manner in which TWMA will or may collect, store, use, disclose, protect or otherwise handle your personal information. Some matters are beyond the control of TWMA, such as third party malicious or criminal attacks.

TWMA may allow its related entities, such as its subsidiaries, and their employees, to use and process your personal information in the same way and to the same extent that TWMA is permitted to under this Privacy Policy. These related entities comply with the same obligations that TWMA has to protect your personal information under this Privacy Policy.

2 What is personal information?

Personal information is information or an opinion about you from which you can be reasonably identified.

3 Why does TWMA collect personal information?

TWMA collects personal information in connection with providing, administering, improving and personalising its services, marketing and to support its business functions.

If TWMA does not collect your personal information, it may not be able to provide you with its products and services.

4 What personal information does TWMA collect?

The types of personal information collected by TWMA include:

- (a) names;
- (b) contact details (including address, email address, telephone number(s) and other contact details);
- (c) social media information (such as your social media username and profile, or a post where you have used a TWMA-related handle, tag or comment);

- (d) dates of birth;
- (e) banking details (if you make a purchase or donation);
- (f) information specific to your interaction or experiences with TWMA (for example, if you are making a complaint);
- (g) TWMA membership number (if you are a member); and
- (h) other information you provide to us.

5 How does TWMA collect your personal information?

TWMA will collect personal information only by lawful and fair means and not in an unreasonably intrusive manner. When you provide TWMA with personal information you consent to the use, disclosure and handling of your personal information in accordance with this Privacy Policy and any subsequent amendments (see clause 12).

5.1 Collecting information from you

If it is reasonable and practical to do so, TWMA will collect personal information directly from you.

Depending on how you choose to interact with TWMA, TWMA may collect your personal information when you contact, or are contacted by, TWMA or its service providers by telephone, by email, through TWMA's website, apps, social media and other digital services. TWMA may also collect your personal information when you complete a form or document and provide it to TWMA, such as applying for a position with TWMA, applying for membership, making an inquiry or complaint, or making a purchase or donation.

5.2 Collecting information from your visit to TWMA

TWMA may take photographs, film or audio recordings of its displays, exhibitions, programs or events, for reporting, archival and promotional purposes. TWMA also uses closed-circuit television (CCTV) cameras to monitor the safety and security of visitors and works on display.

5.3 Collecting information from visits to TWMA's website

TWMA may also collect information based on how you use its website, including through 'cookies', web beacons and other similar technologies.

Cookies are small text files that are transferred to your computer's hard drive through your web browser to enable TWMA's systems to recognise your browser and record non-personal information such as the date, time or duration of your visit and the pages accessed, for website administration, statistical and maintenance purposes (**Cookie Information**).

We use cookies to provide you with a more consistent experience across our services. No attempt is made by TWMA to use Cookie Information to personally identify you. However, if Cookie Information is linked with personal information as set out above, this Cookie Information becomes personal information and will be treated in the same manner as the personal information to which it has been linked.

You can remove or reject cookies by adjusting the settings on your web browser. Please note that some parts of TWMA's website may not function fully for users that disable cookies.

5.4 Collecting information from third parties

TWMA may also collect information about you from other people (eg a third party administrator) or independent sources. For example, TWMA may collect personal information about you from its services providers, including the operators of its ticketing system and online shop. However, TWMA will only do so where it is not reasonable and practicable to collect the information from you directly. Where TWMA has collected your information from a third party, such personal information will be held, used and disclosed by TWMA in accordance with this Privacy Policy.

5.5 Unsolicited information

If TWMA receives personal information that it has not requested and determines that the personal information received is not reasonably necessary to provide its services, TWMA will take all lawful and reasonable steps (if any) to de-identify or destroy that personal information.

6 How does TWMA hold your personal information?

The security of your personal information is of paramount importance to TWMA. Accordingly, TWMA takes all reasonable steps to protect your personal information from misuse, loss and unauthorised access, modification or disclosure. These steps include the implementation of the following safeguards:

- (a) password protected databases;
- (b) staff training; and
- (c) system firewalls.

TWMA will take all reasonable steps to permanently de-identify or responsibly destroy personal information if it is no longer needed for the purpose for which the information was used or disclosed.

6.1 Security breach procedures

TWMA's data security practices have been developed in line with best practice. Notwithstanding, individuals should be aware that there are inherent risks associated with the transmission of data over the internet and other mediums. Accordingly, TWMA cannot guarantee any transmission will be completely secure.

However, TWMA will always act swiftly and decisively to remedy any data security breach. Moreover, TWMA will take all reasonable steps to notify you in the event that TWMA becomes aware that your personal information has been accessed or disclosed in an unauthorised manner, or has otherwise been lost in circumstances where unauthorised access or disclosure is likely to occur and cause you serious harm.

7 How does TWMA use your personal information?

TWMA may hold, use or disclose your personal information so that it can provide any products and services that you request.

TWMA may also hold, use or disclose your personal information to:

- (a) consider any concern or complaint that you raise against TWMA or to manage any legal action between you and TWMA;
- (b) prevent or investigate any actual or suspected fraud, unlawful activity or misconduct;

- (c) understand your experience and/or expectations as a visitor in order to improve the services and the experiences provided; or
- (d) comply with any relevant laws, regulations, codes of practice and court orders.

7.1 Direct Marketing

TWMA may also use your personal information to identify and promote products or services that may be of interest to you.

At any time you may opt out of receiving direct marketing communications from TWMA. To do so use the opt out link within an email, or contact the person in clause 11 so that your name can be removed from TWMA's marketing lists. Unless and until you opt out, your consent to receive direct marketing communications from TWMA and to the handling of your personal information for this purpose will continue.

8 How is personal information disclosed to others?

TWMA does not sell, rent or trade personal information to, or with third parties.

TWMA may disclose your personal information to third parties in limited circumstances, including to external providers that perform services on behalf of TWMA, such as mass email communications (such as eNews), online purchases and bookings, security, customer relationships management, and analysis of website and other digital traffic use.

TWMA's website may contain certain links to other websites. TWMA does not share your personal information with those websites and it is not responsible for the privacy practices applying in respect of those websites.

8.1 Cross-border disclosure

TWMA may transfer your personal information to an entity which is in a foreign country to assist TWMA in providing its products and services.

9 How you may access or correct your personal information

You may contact TWMA to request access to the personal information it holds about you at any time. You may also ask TWMA to correct information about you that you may believe is inaccurate, incomplete or out of date.

Please contact TWMA using the contact details set out in clause 11. TWMA will need to verify your identity before giving you access to, or correcting, your personal information. TWMA will respond to the request within a reasonable period after the request is made. There is no charge to make a request, however TWMA may charge a reasonable fee to cover the administrative costs of retrieving your personal information.

In certain circumstances, TWMA may refuse, or be unable, to correct or provide you with access to your personal information. In these circumstances, TWMA will write to you to explain the reasons why this is the case.

10 How you may complain if you have concerns about how TWMA has managed your personal information

If you have a complaint related to how TWMA has managed your personal information, please contact TWMA using the contact details set out in clause 11. TWMA may ask you

to place your concerns in writing so that its compliance staff can fully understand and investigate your complaint.

TWMA will provide you with an estimated response timeframe in relation to your complaint. In any event, TWMA will endeavour to respond to your complaint with 30 days.

If a complaint remains unresolved, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au to have the complaint heard and determined.

11 How to contact us

If you have any questions about this Privacy Policy or TWMA's management of your personal information, please contact TWMA on:

Attention: General Manager, TarraWarra Museum of Art

Tel: +61 (0)3 5957 3100

Email: museum@twma.com.au

Mail: PO Box 310, Healesville VIC 3777 Australia

12 Changes to TWMA's privacy policy and information handling practices

This Privacy Policy is subject to change at any time so we encourage you to review this Privacy Policy at regular intervals. If TWMA changes this Privacy Policy an updated version will be posted on TWMA's website to notify you of this change. By continuing to use TWMA's services after that time you will be deemed to have accepted any changes to its Privacy Policy.

Policy Status	Endorsed: Due for review:
Approval and endorsement	Author: Arnold Bloch Leibler Approved by: Director, TarraWarra Museum of Art Endorsed by: TarraWarra Museum of Art Board Changes to this Policy must be endorsed by the Board. Changes to the Procedures can be made by the Director on an as needs basis.