

Privacy Policy

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Melbourne Royal[®] is a registered trademark of The Royal Agricultural Society of Victoria Limited.

1. Aim

Melbourne Royal is committed to providing quality services to you and this Policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

2. Our Privacy Principles

Melbourne Royal have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aoic.gov.au

3. What is Personal Information and why do we collect it?

Personal Information

Personal Information is information or an opinion that identifies an individual. Personal Information we collect include contact, demographic, financial, and imagery details. Examples of details may include:

Contact

Names, addresses, email addresses, phone numbers, social media handles, and other contact details.

Demographic

Age, sex, date of birth, place of birth, hobbies, and other demographic details.

Financial

Credit card, and membership (i.e. breed society membership).

Imagery

Photographs, and CCTV footage.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone and facsimile, by email, via our website, from your website, from media and publications, from other publicly available sources, from award and competition entries, from cookies, when entering our grounds or attending any of our events, and from third parties. We don't guarantee website links or policy of authorised third parties.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained,

- For a secondary purpose that is directly related to the primary purpose, and
- With your consent, or where required or authorised by law.

Collection of Information

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Website (Cookies)

To ensure we are meeting the needs and requirements of our website users, and to develop our online services, we may collect aggregated information by using cookies. Cookies are unique identification numbers like tags that are placed on the browser of our website users. The cookies do not in themselves identify users personally but are linked back to a database record about them.

We may use cookies to track use of our website, and to compile statistics on visits to the site in an aggregated form and log anonymous information such as:

- The address of a user's server,
- A user's top-level domain (such as .com or .au),
- The date and time of a user's visit,
- The pages a user accessed and downloaded,
- The search engine a user used,
- The type of browser that was used.

When a user visits our site, a cookie may be placed on their machine. Where a user has visited us before, the cookie may be read each time they re-visit the site. We do not use this technology to access any other Personal Information of a user in our records and a user cannot be personally identified from a cookie.

If a user chooses not to have their browser accept cookies from our site, they are still able to view the text on their screens.

Pixel Tags

A pixel tag (also known as a web beacon) is a small string of code that represents a clear graphic image and is used in conjunction with a cookie. A pixel tag allows us to capture certain additional types of information about a visitor's actions on a web site, such as a visitor's cookie number, the time, date, duration and number of page views, a description of the page where the tag is placed and details about any items that were purchased. Pixel tags help us analyse our customers' online behaviour and measure the effectiveness of our website and our advertising. We work with service providers that help us track, collect and analyse this information.

Facebook Custom Audience Ads

We may display interest-based ads to you when you are using Facebook through a tool offered by Facebook called the Custom Audience Tool. This tool allows us to personalise our ads based on your browsing experience with us. We do not share any of your Personal Information, including your browsing history, with Facebook. The tool lets us convert your e-mail address to a unique number that Facebook uses to match to unique numbers Facebook generates from e-mail addresses of its users.

[I would like to opt OUT of Facebook Custom Audience ads.](#)

Marketing

We may use Personal Information to advise the individual concerned of new services and marketing initiatives that we think may be of interest to them. Those who prefer not to receive information about our services or seminars can contact our Privacy Officer and request to be removed from the relevant circulation list. Contact details for our Privacy Officer appear at the end of this policy.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

We will not disclose Personal Information to a third party to enable that party to direct market their products or services to an individual unless that individual has expressly consented to that disclosure. We may require written confirmation of a request to be removed from our circulation list, for example where legislation requires us to provide communications to the individual concerned.

4. Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following:

- For the primary purpose,
- The third party is our agent, sponsor, insurance provider, or contractor, in which case we will require them to disclose and to use the Personal Information only for the purpose for which it was disclosed,
- There are reasonable grounds to believe that disclosure is necessary to prevent or lessen a threat to your life or health or that of another person,
- The disclosure is to a related body corporate,
- The disclosure is reasonably necessary for the establishment, exercise or defence of a legal or equitable claim, or
- With your consent, or where required or authorised by law.

5. Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification, or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored securely, with restricted access, and may be kept by us for a minimum of 7 years.

6. Access of Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact our Privacy Officer. Contact details for our Privacy Officer appear at the end of this Policy.

Melbourne Royal will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

To protect your Personal Information we may require identification from you before releasing the requested information.

Restrictions on Access

We are entitled to restrict access to Personal Information we hold where access would reveal evaluative information generated by us in connection with a commercially sensitive decision-making process. Instead, we may give you an explanation for the decision, rather than direct access to the information.

7. Transfer Information overseas

We may transfer Personal Information to electronic messaging service providers located in the USA. However, we typically do not disclose Personal Information to any entity outside Australia.

8. Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete, and up to date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

9. Policy Updates

This Policy may change from time to time and is available on our website.

10. Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy, please contact the Privacy Officer.

Our Privacy Officer will manage the complaint process for us in conjunction with our Company Secretary by:

- Listening to your concerns and grievances regarding our handling of personal information,
- Discussing with you the ways in which we can remedy the situation, and
- Putting in place an action plan to resolve your complaint and improve our information handling procedures (if appropriate).

If this process does not result in an outcome that is satisfactory to you, you may contact the Office of the Australian Information Commissioner. We will work together with the Information Commissioner's Office to resolve the issues between us.

11. Contact Information

Privacy Officer

Melbourne Royal

Melbourne Showgrounds, Epsom Road, Ascot Vale, VIC 3032

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