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Privacy Policy

Cattle Council of Australia (CCA) is committed to treating the personal information we collect in accordance with the Australian Privacy Principles in the *Privacy Act 1988 (Cth)* (the Privacy Act). This Privacy Policy sets out how CCA collects, stores, uses, and discloses personal information. 'CCA', 'we', 'us', 'our' respect the privacy of individuals.

1. Types of personal information collected

The personal information which CCA collects and holds will depend on the nature of your interaction with us but generally includes your name, contact details (such as your phone number, address and email address) and general information about your livestock and business operations. It may also include credit card details if you are purchasing a product, your frequent flyer details, travel insurance details, dietary requirements. If applying for a position as a staff member, a policy council member or member of a working group, we will retain the information gathered in the application solely for the purposes of responding to your application, unless an alternative agreement is reached. We will ordinarily identify at the time of collecting your personal information which elements we require to facilitate your interaction with us.

You may be able to deal with CCA without identifying yourself (i.e. anonymously or by using a pseudonym) in certain circumstances, such as when you make a general enquiry about CCA or its programs. If you wish to do so, please contact us to find out if this is practicable in your circumstances.

2. Method of collection of personal information

CCA generally only collects personal information if you choose to provide it yourself, for example in person, over the telephone, by post or email, via our website or by completing online or hard copy forms. However, there may be occasions when CCA collects your personal information from someone else, such as when we engage a third party to assist us with membership drives or when we jointly conduct a program or event with Research and Development Corporations (e.g. MLA) or consultants.

CCA also automatically collects certain information when you visit our website. Such information includes your browser type, server address, operating system type, your IP address, how and when you use the CCA website and previous websites visited. CCA uses this information on an anonymous basis and does not use it to personally identify you unless required to do so by law.

You do not have to provide your personal information to CCA but, if you do not provide the information requested, CCA may not be able to manage your membership or application, or provide you with our products and services.

3. Purposes for collecting, holding, using and disclosing personal information

CCA uses the personal information that we collect for the purposes for which it was provided to us, to carry out CCA's business purposes to fulfil our legal obligations, other related purposes or as permitted or required by law. Where CCA documents or forms request personal information, we will state the general purposes for its use and to whom it may be disclosed, and the main consequences, if any, if the information is not provided. General purposes may include:



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- to provide and enhance our services to members
- to respond to requests or queries
- to maintain contact with our members and other contacts (including alumni), and keep them informed of our services, industry developments, seminars, competitions, and other events
- to verify your identity
- for administrative purposes, including managing your membership with CCA and processing payment transactions
- for recruitment purposes
- for purposes relating to the employment of our personnel, providing internal services or benefits to our partners and staff and for matters relating to the partnership
- to manage any conflict of interest or independence obligations or situations
- to conduct surveys
- for seeking your feedback
- to meet any regulatory obligations
- to develop our expertise and know how, for benchmarking purposes, analytics, quality assurance and thought leadership, and other purposes related to our business
- to administer our programs and dealing with other stakeholders.

4. Disclosure of personal information

Generally, CCA will obtain consent before we disclose any personal information other than as specified in this policy. Such consent may be given expressly, or it may be implied by conduct.

We do not disclose personal information to third parties. However, we may share non-personal, de-identified or aggregated information with select third parties for the purpose of CCA's business only.

Depending on the product or service, your personal information may be disclosed to:

- External service providers, on a confidential basis and such service providers will be limited in their use of the information to the purpose of CCA's business only. For example, membership database management which may be maintained on a server operated by a third party, under contractual obligations of confidence.
- Specialist advisers to CCA who have been engaged to provide CCA with legal, administrative, financial, insurance, research, marketing, or other services.
- Any other person authorised, implicitly or expressly, when the personal information is provided to or collected by CCA.

5. Security of personal information

CCA takes reasonable steps to protect personal information it holds from misuse, loss and interference and from unauthorised access, modification or disclosure.

CCA will take reasonable steps to destroy or permanently de-identify personal information it holds if it is no longer needed for CCA's business purposes and it is permissible by law to do so.

6. Sensitive information



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CCA does not generally collect any sensitive information as that term is used in the privacy legislation (including information relating to racial or ethnic origin, membership of political bodies, religion or trade unions, sexual preferences or activities, criminal record, state of health or medical history). CCA will only collect sensitive information where required by law or with consent. If CCA holds any sensitive personal information, that information will only be used and disclosed by us for the purpose for which it was provided. If CCA asks for sensitive information, we will explain the reason for this.

7. Access to personal information

You can request access to your personal information, subject to some limited exceptions as permitted or required by law. Such request must be made in writing to CCA using the contact details below. CCA will process such requests within a reasonable time and may charge a fee for providing access to cover the costs of verifying the application and retrieving the information requested. If CCA denies an access request, it will provide reasons for doing so.

8. Correction of personal information

CCA will take reasonable steps to ensure the personal information we hold is accurate, complete, and up to date. If you believe that any personal information CCA has collected about you is inaccurate, not up-to-date, incomplete, irrelevant or misleading, you may request correction. To do so, please contact us using the contact details below.

9. How to make a complaint

If you wish to make a complaint about a breach of this policy or the privacy principles of the Privacy Act you can contact CCA using the contact details below. You will need to provide sufficient details regarding your complaint as well as any supporting evidence and information.

CCA will refer your complaint to its Privacy Officer who will investigate the issue and determine the steps that we will undertake to resolve your complaint. CCA will contact you if we require any further information from you and will notify you in writing of the outcome of the investigation. If you are not satisfied with our determination, you can contact us to discuss your concerns or contact the Australian Privacy Commissioner via www.oaic.gov.au.

10. Changes to this policy

CCA may amend this policy from time to time, and the amended policy will be published on our website. Please review CCA's website periodically for changes to this policy. Your continued use of CCA's website or services or provision of further personal information to us once this policy has been amended constitutes your acceptance of the amended policy.

11. How to contact us

If you have any questions or concerns about this policy or CCA's privacy practices, please call us on +61 1300 653 038 or email cca@cattlecouncil.com.au.