



PRIME
Business Process Management

PRIME BPM PRIVACY POLICY

Date: Tuesday, 20 July 2021

Version: 1.0

Privacy Policy

In this Privacy Policy, 'us' 'we' or 'our' means PRIME BPM.

We are committed to respecting your personal information. Our Privacy Policy sets out how we collect, use, store and disclose your personal information in accordance with the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth) (**Privacy Act**).

By providing personal information to us, you acknowledge that you have read and understood this Privacy Policy and you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other arrangements that apply between us.

What is personal information?

Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not, and whether the information or opinion is recorded in a material form or not.

How do we collect your personal information?

We may collect these types of personal information directly from you when you:

- use our website;
- enquire about or attend our events;
- register or purchase a ticket for one of our events;
- communicate with us – for example via email, letters, and social networking sites (eg Facebook, Twitter, Instagram, LinkedIn); or
- interact with our advertising and marketing campaigns.
- We may also receive your personal information indirectly from:
 - the person who has registered you as an attendee or otherwise arranged for you to attend one of our events, on your behalf; and/or
 - third party market research companies (or similar) who have supplied your personal information to us – for example, information they have sourced from the public domain (for example, social networking sites where you have publicly shared your contact information).
- If you provide us with someone else's personal information (for example, if you are purchasing an event ticket on behalf of someone else who will attend the event), you must provide that third party with a copy of this Privacy Policy and obtain their consent to give us their personal information before providing us with that personal information.

What personal information do we collect?

We may collect the following types of personal information:

- your name, date of birth, mailing or street address, country of residence, email address, personal and work telephone number, and other contact details;
- your job title, place of employment, and the industry you work in;
- your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- details of the services we have provided to you or that you have enquired about, including any additional information necessary to deliver those services and respond to your enquiries;
- any information that you provide to us when requesting an appointment through our website;
- any additional information relating to you that you provide to us directly or indirectly through our website; and/or
- any other personal information that may be required in order to facilitate your dealings with us.

Why do we collect, hold, use and disclose personal information?

We may collect, hold, use and disclose your personal information for the following purposes:

- in the course of providing event services to you and other attendees of the event;
- to process ticket orders;
- to provide appropriate information about our event to you, including in response to any request for information made by you;
- to operate, protect, improve and optimise our website, services and user-experience – such as to perform research and analytics;
- for advertising and marketing purposes;
- to send you communications regarding an event and special offers from us, our event partners and/or sponsors;
- to send you marketing and promotional messages, and other information that may be of interest to you;
- to administer rewards, surveys, contests, or other promotional activities or events sponsored or managed by us or our business partners;
- to provide registration information and attendee lists to the owner of the event venue, event partners and/or sponsors;
- to provide information credit reporting agencies and courts, tribunals and regulatory authorities if you fail to pay for the services we have provided;

- to courts, tribunals, regulatory authorities, and law enforcement officers as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights; and
- to comply with our legal obligations, resolve any disputes that we may have with any of our website users or clients, and enforce our agreements with third parties.

When no longer required by us, unless required by law to retain it, we will take reasonable steps to destroy or de-identify your personal information securely.

Do we use your personal information for direct marketing?

We may send you direct marketing communications and information about us and our services. This may take the form of emails, SMS, mail or other forms of communication. You may opt-out of receiving marketing communications and information from us using the contact information below (see **Contact us**) or by using the opt-out facilities provided (eg an unsubscribe link).

To whom do we disclose your personal information?

We may disclose personal information for the purposes described in this Privacy Policy to:

- third party suppliers – including technology and software providers that we rely on to operate our website, events and everyday business activities;
- third party payment service providers that we rely on to process your payments to us;
- event venue owners or operators – to the extent reasonably required to provide the event and related services, and ensure the safety, enjoyment and wellbeing of all attendees at the relevant event;
- our employees, for administrative purposes;
- other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.

Using our website and cookies

We may collect personal information about you when you use and access our website. While we do not use browsing information to identify you personally, we may record certain information about your use of our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer.

We may also use 'cookies' or other similar tracking technologies on our website that help us track your website and/or mobile app usage and remember your preferences. Cookies are small files that store information on your computer, mobile phone or other device. They enable the entity that put the cookie on your device to recognise you across different websites, services, devices and/or browsing sessions. You can disable cookies, but our website may not work as intended for you if you do so.

We may also use cookies to enable us to collect data that may include personal information. For example, where a cookie is linked to your account, it will be considered personal information under the Privacy Act. We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

Our Service uses Google Analytics, a service that enables the tracking of user analytics including but not limited to browser information, operating system information, pages viewed while browsing the Service, Website, and Apps session times and referring website addresses, and enables us to help understand traffic and usage of the Service. Information about you regarding your usage behavior is held by Google and is subject to its privacy policy which can be viewed here. Information about privacy issues relating to Google Analytics can be found here:

https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008

We may also use the Google Ads service to enable remarketing services, and Google UserID, demographic and interest reports. Information about you regarding your web usage behaviour is held by Google. Information from Google's UserID service may be connected to other data that we hold about you.

Our Service may also use Facebook pixels for conversion tracking and custom audiences, in accordance with Facebook's terms which can be viewed here

<https://www.facebook.com/customaudiences/app/tos/?ref=u2u>

We may also use other third-party providers. You can opt out of a third-party vendor's use of cookies, or the collection and use of information for ad targeting, by visiting the Network Advertising Initiative opt out page or AdChoices.

In addition to the rights in our Privacy Policy, you have rights with respect to your personal information under the GDPR. Your rights include, but are not limited the following:

- **Access:** you have the right to ask us for copies of your Personal Data;
- **Rectification:** you have the right to ask us to rectify your personal data you think is inaccurate. You also have the right to ask us to complete your personal data if you think it is incomplete;

- **Erasure:** you have the right to ask us to erase your Personal Data;
- **Restriction of processing:** you have the right to object to the processing of your Personal Data; and
- **Data Portability:** you have the right to ask that we transfer the personal Data you gave us to another organisation, or to you.

These rights are not absolute, and some only apply in certain circumstances. You are not required to pay any charge for exercising your rights.

If you wish to make a request in relation to any of these rights, please contact us using the below contact information (see **CONTACT US**). If you make a request in relation to these rights, we have one month to respond to you.

Lawful basis for processing your Personal Data

We collect, use, store and process Personal Data where we have a lawful basis to do so. The lawful basis for which we collect your Personal Data depends on the data we collect and how we use it. We will only collect and use your Personal Data where:

- you have provided express consent for us to process your Personal Data for the purposes specified in this privacy policy; and/or
- the processing of your Personal Data is necessary for the performance of an agreement with you to provide products and/or services, including to provide you with customer support and access to our events.

We will not process any of your Personal Data that is considered “**sensitive data**” under the GDPR unless we have obtained your explicit consent, or if it is being collected subject to and in accordance with the GDPR.

If you have consented to our use of your Personal Data for a specific purpose, you may withdraw your consent at any time by contact us using the below contact information (see **Contact us**) or by using the opt-out facilities provided (eg an unsubscribe link).

Links

Our website, and documents produced in the course of providing the services such as reports, may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies and other terms that apply to those other websites may differ substantially from our Privacy Policy, so we encourage individuals to read them before using those websites.

Accessing or correcting your personal information

You can access the personal information we hold about you by contacting us using the below contact information (see **CONTACT US**). Sometimes, we may not be able to provide you with access to all of your personal information and, where this is the case, we will tell you why. We reserve the right to charge a reasonable fee for searching for, and providing access to, your information on a per-request basis. We may also need to verify your identity when you request your personal information.

If you think that any personal information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the below contact information and we will take reasonable steps to ensure that it is corrected.

Where the laws applicable in your location require it, you may exercise the following data protection rights (without limiting your rights under this Privacy Policy): the right of deletion, the right to amend or rectify your personal data, the right to object to the use of your personal data, the right to restrict processing of your data, the right of access, and the right of portability.

Changes to this Privacy Policy

We may change our Privacy Policy from time to time by publishing changes to it on our website. We encourage you to check our website periodically to ensure that you are aware of our current Privacy Policy.

Making a complaint

If you think we have breached the Privacy Act, or you wish to make a complaint about the way we have handled your personal information, you can contact us about your complaint using the below contact information. Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within a reasonable period of time. If you think that we have failed to resolve the complaint satisfactorily, please let us know and we will provide you with information about the further steps you can take.

Should you have any concerns, or wish to exercise your rights in relation to our collection and/or processing of your Personal Data, then in addition to the above process you have the right to complain to a supervisory authority, within the meaning of the GDPR.

CONTACT US

For further information about our Privacy Policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the following contact details:

PRIME BPM

Address: Level 10, 12 Creek Street, Brisbane City, Australia

Contact No: +61 7 2104 3406

Email: info@primebpm.com