



## PLA PRIVACY POLICY

Place Leaders Association Limited (PLA) is a not-for-profit company limited by guarantee whose members are some of the leading place makers and place managers in the Australasian region. The PLA's mission is to actively promote leadership in the creation and stewardship of successful places throughout Australasia, which nurture vibrant communities.

As the PLA is a small business operator for the purposes of the *Privacy Act 1988* (Privacy Act), we are not required to comply with the National Privacy Principles. The PLA supports the underlying principles of the Privacy Act, however, we have developed this Privacy Policy to explain in a general sense how we collect and use personal information.

In this Policy, '*personal information*' means information or an opinion, in any form and whether true or not, about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion.

### 1. The personal information we collect

We collect personal information about a range of individuals, including:

- Employees and / or representatives of PLA member organisations
- Representatives of organisations with links to the PLA
- Sponsors of PLA events

The personal information we collect may include your name, position title, employer, address of employer, work telephone numbers, e-mail addresses. We also hold details about PLA conferences that you have attended or other such services you have accessed.

The PLA collects this information in a number of ways, including by phone, email, through membership and conference application forms and through our website.

### 2. How we use your personal information

The PLA will only use or disclose personal information for the primary purpose for which it was collected, or for a directly related secondary purpose.

PLA may use your personal information for a number of purposes, including to:

- Provide you with the services you require
- Administer and manage those member services, including billing
- Assess and respond to specific requests for information
- Inform you about other PLA services
- To promote forthcoming events
- To provide information to members, sponsors and delegates

We will not send you commercial electronic messages without your express or inferred consent. Any commercial electronic message that we do send will identify the PLA as the sender and will incorporate our contact details. The message will also provide an unsubscribe facility.

If you do not wish to receive information from the PLA or if you wish to customise the information that you receive from us, you can call us on +61 (0)2 9252 1544 or email us [pla@placeleaders.com](mailto:pla@placeleaders.com)

### 3. When we may disclose your personal information

The PLA may disclose your personal information:

- When this assists us in providing the services or information you require
- To achieve the purpose for which the personal information was collected
- For the purposes set out under heading 2 above
- Where required or authorised under law; and
- With your consent.

We may disclose personal information to our outsourced service providers to assist us in delivering and improving our services (including research partners, information technology providers, database management providers, external mail houses and marketing and promotional agencies). Personal information may also be disclosed to our professional advisors when we seek their advice (eg lawyers, accountants and auditors).

#### **4. Quality and security of personal information**

The PLA takes precautions to protect the personal information that we hold from misuse and loss and from unauthorised access, modification or disclosure. However, we cannot guarantee the security of information provided to us over the internet. If you are concerned about providing your personal information in this way, you can provide it to us by post or over the telephone instead.

PLA will take reasonable steps to destroy or permanently de-identify personal information if it is no longer needed for any purpose, subject to any legal requirements regarding document retention and deletion.

#### **5. Openness**

This Privacy Policy is available on the PLA's website [www.placeleaders.com](http://www.placeleaders.com). Hard copies are available on request. Further information on privacy can be obtained from the Privacy Commissioner at [www.privacy.gov.au](http://www.privacy.gov.au).

#### **6. Accessing and updating your information**

The PLA takes reasonable steps to ensure that the personal information we hold is accurate, complete and up-to-date, however, the accuracy of the personal information we hold depends to a large extent on the information you provide. Please let us know if there are any errors in the personal information we hold about you and keep us up-to-date with changes to your personal information such as your postal and email address.

The PLA will generally provide you with personal information about yourself which is readily accessible and which may lawfully be provided. Please contact us if you wish to make an access request. For security reasons, a written request for access may also be required.

#### **7. Concerns and contacting us**

If you have any concerns or queries about the manner in which your personal information has been collected or handled by the PLA, or if you would like to access the personal information that we hold about you, please contact our Privacy Officer, Mrs Patricia Hurley, Executive Officer on +61 (0)2 9252 1544.

#### **8. Modifications to this document**

PLA may modify this Privacy Policy and the way it handles person information at any time at its sole discretion. Such modifications will be consistent with current privacy legislation.

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