

Privacy Policy

Purpose

This Privacy Policy describes how Brand Gold Coast Pty Ltd (**Brand GC**) collects, manages and safeguards personal information.

Key principles

The way Brand GC manages personal information is governed by the *Privacy Act 1988* (Cth) (**Privacy Act**) and the Australian Privacy Principles (**APPs**) established under the Privacy Act.

Personal information means 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.

Some personal information is considered "*sensitive information*" for the purposes of the Privacy Act. Brand GC holds some additional obligations around how it manages sensitive information. Sensitive information means:

- information or an opinion about an individual's:
 - racial or ethnic origin;
 - political opinions;
 - membership of a political association;
 - religious beliefs or affiliations;
 - philosophical beliefs;
 - membership of a professional or trade association;
 - membership of a trade union;
 - sexual orientation or practices;
 - criminal record;

that is also personal information; or

- health information about an individual;
- genetic information about an individual that is not otherwise health information;
- biometric information that is to be used for the purpose of automated biometric verification or biometric identification; or
- biometric templates.

This policy does not apply to personal information held by Brand GC about employees. For information on how Brand GC manages and safeguards information about employees, please refer to the Employee Privacy Policy.

Collection of personal information

Printed copies are uncontrolled. It is the responsibility of each user to ensure that any copies of policy documents are the current issue

Version	Adoption Date	Next Review Date	Responsible Entity
1	August 2025	August 2026	Brand Gold Coast

Generally, in the course of its operations, Brand GC collects personal information including:

- name and contact details;
- identification information (such as date of birth, email address, organisation and title);
- information individuals choose to provide to us (such as information in forms submitted to Brand GC) and enquiry/complaint details;

In some circumstances, Brand GC may collect sensitive information about individuals. Brand GC only collects sensitive information about individuals with their consent (express or implied) or where otherwise permitted at law.

Brand GC collects personal information in a variety of ways, including:

- when individuals communicate with Brand GC
 - verbally;
 - in writing, by telephone, or by email; and
 - through Brand GC's website;
- from a third party or publicly available source to deal with an enquiry or complaint;
- through social networking services, to receive feedback on Brand GC's operations; and

Disclosure and use of personal information

Personal information will only be used or disclosed by authorised staff and service providers engaged to help Brand GC carry out its operations consistent with the purpose for which the personal information was collected, including providing it to related bodies corporate. Brand GC may also disclose personal information to third party service providers or organisations with whom it does business, if that information is relevant to a particular arrangement or project.

Brand GC may also disclose personal information where authorised or required by law to do so, including to relevant Government agencies, where required to do so, including to comply with Brand GC's legal and regulatory obligations.

Brand GC will only disclose personal information for a purpose other than the purpose for which the personal information was collected in certain circumstances in accordance with the APPs.

Brand GC will not disclose sensitive information about an individual unless the individual consents, or where an exception applies under the Privacy Act.

Brand GC is based in Australia and all personal information is held and stored within Australia. Brand GC retains effective control over any personal information held on Brand GC's cloud and the information is handled in accordance with the APPs.

In limited circumstances Brand GC may disclose personal information to organisations or persons located overseas in accordance with the Privacy Act.

Information security

Brand GC takes reasonable steps to protect personal information from both internal and external misuse, interference and loss, and from unauthorised access, modification or disclosure.

Brand GC will also take reasonable steps to destroy or de-identify personal information or sensitive information it holds about an individual where Brand GC no longer needs the information for any purpose for which it may be used or disclosed, the information is not contained in a Commonwealth record and the information is not required by Australian law.

Access to personal information

Reasonable steps are taken to ensure that all personal information held by Brand GC is accurate, complete, and up to date.

Version	Adoption Date	Next Review Date	Responsible Entity
1	August 2025	August 2026	Brand Gold Coast

Notification should be provided to Brand GC of a change to personal information or if the information we hold is incorrect or incomplete. Where an individual would like to access or correct the personal information Brand GC holds about that individual, such requests are to be directed to the Head of Brand Development and Operations at welcome@brandgoldcoast.com

Concerns and queries

Individuals are encouraged to report any concerns or queries that they may have in relation to a potential breach of this Privacy Policy.

If an individual would like to report a concern or make a complaint about how Brand GC has handled that individual's personal information, please email the Head of Brand Development and Operations at welcome@brandgoldcoast.com

Any privacy data breaches may be reported by Brand GC to the Office of the Australian Information Commissioner where required in accordance with the Privacy Act.

Review

Brand GC reserves the right to change this policy from time to time without notice.

Legislative references

Privacy Act 1988 (Cth)

Version	Adoption Date	Next Review Date	Responsible Entity
1	August 2025	August 2026	Brand Gold Coast