

# Adelaide Business Hub

---

## **Privacy Policy**

## Context and application

Adelaide Business Hub recognises the importance of protecting your privacy and personal information. As an independent not for profit business advisory and support organisation Adelaide Business Hub is not compelled but nevertheless chooses to abide by the Australian Privacy Principles (APPs) in the [Privacy Act 1988](#) (Cth) (the **Privacy Act**), which regulates how agencies collect, use, disclose and store personal information, including sensitive information, and how individuals may access and correct records containing their personal information. We respect your rights to privacy under the Privacy Act and we comply with all the Privacy Act's requirements in respect of the collection and management of your personal information.

This document is our privacy policy and it tells you how we collect, use, store and disclose your personal information and the way in which you can access and correct your personal information.

## What personal information we collect

Adelaide Business Hub (ABH) collects personal information that is reasonably necessary for, or directly related to, its functions and activities. ABH will only use and disclose your personal information for the purposes it was collected, or otherwise in accordance with the Privacy Act.

When used in this privacy policy, the term "personal information" has the meaning given to it in the Privacy Act. In general terms, it is any information that can be used to identify you, whether or not the information is true. If the information we collect identifies you, or your identity can be reasonably ascertained from it, the information will be considered personal information.

The type of personal information we may collect includes, but is not limited to:

- name.
- mailing and/or street address.
- email address.
- telephone contact number.
- facsimile number.
- age and/or birth date.
- profession, occupation and/or job title.
- 'sensitive information' as defined by the Privacy Act (such as information about ethnicity, gender, and age)
- photographic images and/or pictorial representations.
- the products and services you have purchased or that you have enquired about, together with any additional information necessary to deliver those products and services and to respond to your enquiries.

- cookie and clickstream data (only limited personal information may be collected via cookies and clickstream data and individuals who do not wish to receive cookies may disable this function on their web browser);
- any additional information relating to you that you provide to us directly through our websites or indirectly through use of our websites, through our representatives or otherwise; and
- information you provide to us through our service centre, customer surveys or visits by our representatives from time to time.

We understand that from time to time you may not want to provide this information to us. That is fine, however, it may mean that we are not able to provide you with the products and services you require, or a high level of service. In circumstances where it will be impracticable for ABH to deal with you anonymously, or using a pseudonym, we will ordinarily request you to identify yourself to enable us to action your request.

## How we collect your personal information

We will generally collect your personal information directly from you. The ways in which we collect personal information may include, but is not limited to:

- through your access and use of our website and web-based channels.
- during conversations with you via telephone and in person.
- through written correspondence with you, including email; and
- when you complete an application.

From time to time, we may collect personal information from third parties including, but not limited to:

- persons who are authorised to act on your behalf.
- other government agencies.
- business service providers
- and if circumstances dictate, law enforcement or credit reporting agencies.

Collection of personal information from a third party may occur if:

- you consent.
- collection from the third party is required or authorised under an Australian law
- direct collection of information is unreasonable or impracticable.

## Why we collect, hold, use and disclose your personal information

We collect personal information about you so that we can perform our functions and activities and to provide the best possible quality of customer service.

We collect, hold, use and disclose your personal information to:

- identify you.
- provide products and services to you and to send communications requested by you.
- answer enquiries and provide information or advice about existing and new products or services.
- provide you with access to protected areas of our website.
- assess the performance of the website and to improve the operation of the website.
- conduct business processing functions.
- update our records and keep your contact details current.
- process and respond to any complaint made by a client.
- conduct planning, product, or service development; program evaluation; quality control and research.
- provide information to our contractors or service providers to enable them to provide our products and services to you, including business, marketing, research, and related purposes; and
- comply with any Australian law; orders of courts or tribunals; any rule, regulation, lawful and binding determination, decision, or direction of a regulator.

## To whom we may disclose your information

The third parties we may disclose your personal information to include, but are not limited to:

- our employees, professional service contractors engaged to deliver customer support services to our business clients.
- fulfilling requests by individual clients to provide information, products and services.
- any organisation for any authorised purpose, with the express consent of the client.

Your personal information will not be shared or disclosed other than as described in this privacy policy unless:

- your consent.
- the disclosure is authorised or required by or under an Australian law or court/tribunal order;  
or
- is otherwise permitted under the Privacy Act.

## Security

Once Adelaide Business Hub receives information from you, the information is maintained in a secure environment. Your personal information will not be released unless the law permits or, your permission is granted.

We take reasonable steps to ensure your personal information is protected from misuse and loss and from unauthorised access, modification, or disclosure. We may hold your information in either electronic or hard copy form. Personal information is destroyed or de-identified when no longer needed in accordance with the requirements of the *Archives Act 1983* (Cth).

## Contact

Adelaide Business Hub openly invites you to contact us with any questions or issues around our treatment of your information.

Lynette Hay

Chief Executive

8440 2402

[lyn@adelaidebusinesshub.com.au](mailto:lyn@adelaidebusinesshub.com.au)