

# Blue Zoo Online Privacy Statement

Effective Date: January 2007

## Introduction

Blue Zoo is committed to maintaining and respecting the privacy of all individuals that deal with us. This policy and the practices that Blue Zoo follows conform to the Privacy Amendment Act 2000 (Cth) and the National Privacy Principles (NPPs).

## Collection of personal information

The only personally identifiable information collected through Blue Zoo's website is information that visitors specifically and voluntarily provide. Information collected may include the visitor's name, phone number, email address, company name, position and company address. This information may be provided through registering for seminars, submitting a resume to our careers mailbox or using the contact us links. With all information collected Blue Zoo staff are to ensure that the collection of any personal information is fair, lawful and not intrusive.

## Sensitive personal information

It is not common practice for Blue Zoo to collect information about individual of a sensitive nature (medical history, religion etc.) through the web site. Any sensitive information that is collected through the web site is done so because the visitor has provided it voluntarily and this information will only be used for the express purpose that it has been provided.

## Anonymity

Blue Zoo's commercial position is to where practical and lawful to do so allow individuals the option of dealing with us anonymously. In keeping with this visitors to our website are able to remain anonymous unless they choose to provide information about themselves.

## Use of personal information

Blue Zoo will only use and disclose of your personal information for the primary purpose it was collected (review application for employment, confirm seminar attendance, etc.). Unless it is determined that it may be in your interests for us to provide information about our events or services (Section 7).

## Commonwealth Identifiers

Commonwealth agency identifiers such as tax file numbers, medicare numbers, etc. will not be used as account, policy or application identifiers. The only reasons Blue Zoo will ever disclose this information is where required by law or upon the individuals request to verify accuracy.

## Spam

Blue Zoo may from time to time use personal information provided through the website to contact individuals for the purpose of directly marketing events, services, etc. that we feel may be of benefit to you. Direct marketing communications will only be conducted when the individual has not expressed a desire to be removed from our marketing communications list. All marketing communications will also contain a prominent option to be removed from further communications and Blue Zoo contact details in accordance with the Spam Act 2003.

### Access to your information

Individuals have the right to request what personal information Blue Zoo holds on them, what purposes we hold it for and how we collect, use and disclose this information. All requests must be made in writing to the Managing Director. All requests will be responded to and an appropriate fee may be charged.

### Accuracy and correctness of information

It is Blue Zoo's policy to have employees take reasonable steps to ensure that the personal information they collect, use or disclose is accurate, complete and up-to-date. Individuals may also request access to their information to ensure that it is accurate. If discrepancies are discovered the information will be updated in our records.

### Retention

Blue Zoo may choose not to retain all information that is collected, however information that is retained will be done so for a period not greater than seven years. Information will be disposed of when it is deemed to not be of further consequence to Blue Zoo or until an individual requests that it is deleted.

### Tracking

There are currently no tracking or logging mechanisms such as 'cookies' in use on the Blue Zoo website. This may change with future site upgrades, if any methods are enabled the relevant privacy issues will be reflected in this document.

### Third Parties

Blue Zoo will only disclose personal information to third parties for the purpose the information was provided. For example quite often Blue Zoo holds seminars with business partners and as such attendance lists are shared between partners. When personal information is disclosed Blue Zoo forbids the use of the information for any purpose other than the reason it was disclosed. Blue Zoo will not distribute personal information to enable third parties to directly market products and services. No personal information collected will be sent overseas unless there is a legal requirement to do so.

### Child protection

Blue Zoo recognizes the risk that the internet poses to children's privacy and as such does not intentionally target its website at children 13 years and younger nor intend

for them to access it. It is Blue Zoo's policy to never knowingly collect or retain personal information of a child 13 years or younger. If it suspected that a minor's information may have been inadvertently collected by Blue Zoo, please let us know immediately by contacting [info@bluezoo.net.au](mailto:info@bluezoo.net.au).

### Information security

Blue Zoo takes information security very seriously as it is one of our core business services. We have formal information security policy and procedures in place combined with industry standard security technologies on all storage computers. Only authorised employees that have signed non-disclosure agreements and have agreed to abide by our policies are able to access stored personal information. All of these measures provide sufficient assurance against the misuse, alteration and loss of personal information.

### Changes to online privacy policy

Aspects of this privacy policy may change from time to time. The effective date of this current revision is listed at the top of the policy. When ever Blue Zoo makes changes to this policy in future the front page of the website will make an announcement for a period of more than seven days.

### Questions, Complaints or Additional Information

The Blue Zoo management team is responsible for overall management of the privacy program, supported by the Blue Zoo board. Should you have an inquiry or complaint in regards to Blue Zoo's handling of personal information please feel free to contact us on 08 9221 9232 or email [info@bluezoo.net.au](mailto:info@bluezoo.net.au).

Should you be dissatisfied with the outcome of any privacy issues with Blue Zoo please refer the matter to the Privacy Commissioner by calling 1300 363 992.