

Privacy Policy (August 2025)

Destination Gippsland is committed to providing quality services and this policy outlines our ongoing obligations in respect of how we manage Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.oaic.gov.au

1. Purpose

This Privacy Policy explains how Destination Gippsland (ABN 57 131 138 184) collects, stores, uses, and discloses personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

2. Scope

This policy applies to all employees, contractors, Board members, and others engaged with the organisation who handle personal information.

3. What is Personal Information?

Personal information is any information or opinion that identifies, or could reasonably identify, an individual. This includes names, addresses, phone numbers, email addresses, and health or financial information. Examples of Personal Information that we collect include names, addresses, email addresses, phone and facsimile numbers. We do not collect health or financial

4. What is Sensitive Information

Sensitive information is personal information that includes information or an opinion about an individual's:

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| – racial or ethnic origin | – sexual orientation or practices |
| – political opinions or associations | – criminal record |
| – religious or philosophical beliefs | – health or genetic information |
| – trade union membership or associations | – some aspects of biometric information |

We do not collect sensitive information in the ordinary course of business. We would only collect sensitive information where it is reasonably necessary for our functions or activities, and we will always seek consent unless the collection is required or authorised by law.

5. Legal Rights and Remedies

Destination Gippsland is committed to protecting privacy and acting lawfully and ethically. If you believe your personal information has been misused in a way that causes distress or harm, please contact us immediately.

6. What We Collect

We may collect the following types of personal information:

- Contact details (name, address, phone number, email)
- Demographic information (age, gender, interests as might apply to Marketing activities)
- Type of payment expected such as “card” or “EFT” but not card details. Bank details are only collected from suppliers so that we can make payment to them
- Staff records (including reference or background checks)
- Health information (only if relevant to staff or Board engagement with Destination Gippsland, or in relation to building access or dietary requirements for catering)
- Any other personal information required for our functions and activities

We may collect sensitive information (such as health or criminal record data) only with consent or where required by law.

7. How We Collect Personal Information

Personal Information can be obtained in many ways, including:

- Interviews and meetings
- Correspondence, telephone and email
- Event registrations
- employee or contractor onboarding
- via our websites www.destinationgippsland.com.au and www.visitgippsland.com.au,
- from your website
- media and publications
- other publicly available sources, cookies, and from third parties.

We do not guarantee website links or policy of authorised third parties.

8. Why We Collect Personal Information

We may collect, use, and disclose personal information to:

- Deliver our services and programs
- Process payments, or tax receipts
- Communicate with our staff, Board, members, clients, and stakeholders
- Recruit and manage Directors and Staff
- Meet legal, regulatory, and insurance obligations
- Improve our operations, services, and user experience

9. Use and Disclosure

We only use or disclose personal information:

- For the purpose it was collected
- With the individual's consent
- Where required or authorised by law (e.g., reporting to ASIC, or the ATO)
- To third-party service providers (e.g., payment processors, IT support) under strict confidentiality obligations

We do not sell or rent personal information.

10. Third-Party Service Providers

We may engage third-party service providers to carry out functions and services on our behalf. These may include IT support, payment processing, data storage, marketing, event management, website hosting, and professional advisory services. Where we do so, we only disclose the personal information necessary for them to perform their functions.

All third parties engaged by us are required to handle personal information in a manner consistent with this Privacy Policy, the Privacy Act 1988 (Cth), and any applicable contractual obligations. We take reasonable steps to ensure they implement adequate data protection and confidentiality safeguards.

11. Cloud Storage

We may store personal information using third-party cloud service providers, which may involve storage on servers located in Australia or overseas. We take reasonable steps to ensure that any cloud storage provider we use complies with the Privacy Act 1988 (Cth) and has robust data security practices in place.

Where personal information is stored offshore, we ensure that:

- The storage provider is subject to legally binding obligations to protect personal information, or
- We have assessed the provider's privacy practices and are satisfied they offer comparable privacy protections

All personal data stored in the cloud is protected through encryption, password protection, and access controls to reduce the risk of unauthorised access, use, or disclosure.

12. Data Security

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, modification, or disclosure. These steps include both:

- **Technical safeguards** such as, multi-factor authentication, secure servers, anti-virus protection, and firewalls
- **Organisational safeguards** such as privacy training, access controls, role-based permissions, internal audits, and incident response planning

13. Prohibition on Doxxing and Malicious Disclosure

Unauthorised or malicious publication of an individual's personal information (including addresses, contact details, or identification documents) with intent to harm or intimidate is a criminal offence under amendments to the *Criminal Code Act 1995 (Cth)* introduced in June 2025.

Destination Gippsland has zero tolerance for such conduct and will report any suspected incidents of this kind to the appropriate authorities.

14.Website Cookies and Analytics

When you visit our website, we may collect certain information using cookies and similar technologies to help improve your experience and better understand how our website is used.

What Are Cookies?

Cookies are small data files stored on your device when you visit a website. They help the website remember your preferences and actions over time. Cookies do not give us access to your computer or personal information unless you have chosen to provide it to us.

Why We Use Cookies:

We use cookies to:

- Enhance website functionality and performance
- Remember user preferences and login information
- Improve user experience
- Analyse website traffic and usage patterns through tools like Google Analytics

Website Analytics

We use analytics tools (such as Google Analytics) to collect information about how visitors interact with our website. This includes data like:

- IP address (which is anonymised)
- Browser type and operating system
- Pages viewed and time spent on the site
- Referenced websites or search terms

This information is aggregated and does not personally identify individuals. It helps us monitor the effectiveness of our website and improve its content and navigation.

Managing Cookies

You can manage or disable cookies through your browser settings. Please note that disabling cookies may affect some features of our website.

For more information about cookies and your options, visit <https://www.allaboutcookies.org/>

15.Data Retention and Destruction

We retain personal information only as long as necessary for legal or operational purposes. When no longer required, we securely destroy or de-identify personal data.

16. Access, Correction and Erasure

You have the right to request access to your personal information and to request correction if the information is inaccurate, incomplete, or out of date.

You also have the **right to request erasure** of your personal information (commonly known as the “right to be forgotten”). We will comply with such requests unless we are legally required or entitled to retain the information.

You may also withdraw your consent at any time for any processing that relies on your consent.

All requests for access, correction, or erasure must be made in writing to the Privacy Officer. We aim to respond within 30 days

17. Complaints and Inquiries

If you believe we have breached your privacy or have concerns, you may contact us. We take privacy complaints seriously and will respond promptly. If you are unsatisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

You also have the right to lodge a complaint directly with the OAIC if you believe your privacy has been seriously invaded.

18. Contact Us

Chief Executive Officer
Destination Gippsland
PO Box 347, Paynesville Vic 3880
privacy@destinationgippsland.com.au
Phone: 0428 595 634

18. Changes to this Policy

We may update this Privacy Policy from time to time. The latest version will be published on our website with the effective date noted below.

Last updated: August 2025