

Destination Gippsland Ltd - Privacy Policy

General

Destination Gippsland Ltd (DGLtd, ABN 57 131 138 184) recognises that your privacy is very important, and we are committed to the protection of the information we collect from you. The Privacy Act 1988 (Cwlth) and the Australian Privacy Principles (APPs) govern the way in which we collect, use, disclose, store, secure and dispose of your personal information and this policy explains why, when, and how we collect, use, disclose and manage personal information. It also explains where and why your information may be disclosed to third parties, and the security measures used by DGLtd to help protect your personal information. Please check our website regularly for any updates to this privacy policy.

What is Personal Information, how do we collect it, and why?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses, phone and facsimile numbers.

This Personal Information is obtained in many ways including email, post, facsimile, face to face, or over the phone, or via our website www.destinationgippsland.com.au, your use of our standard forms, from your website, from media and publications, from other publicly available sources, and from third parties. We currently do not collect any information about you when you just visit our website. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Personal Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

We do not require or collect Personal Sensitive information.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

On occasion, we may supply your personal information to third parties to perform services on our behalf, such as:

- the distribution of marketing information to you (except where you have chosen to opt out of receiving this information from us);
- the supply of bank related services; or the supply of billing and payment services.

Our relationships with such third-party service providers are governed by our contracts with them. Those service providers are required to hold your personal information strictly confidential.

Purpose of information collection

Generally, we will collect and use your personal information for one or more of the following reasons:

- providing services to you, or processing an order you have placed with us;
- acting as your agent if you request us to do so;
- providing you with information about other services that we, our related entities and other organisations that we have affiliations with offer, that may be of interest to you;
- providing you with promotional information about us, our related entities and other organisations that we have affiliations with;
- facilitating our internal business operations, including the fulfilment of any legal requirements; and
- analysing our services and customer needs with a view to developing new and/or improved services.

Use and disclosure of information

Generally, we only use and disclose personal information about you for the purposes for which it was collected (as set out above), although, we may disclose personal information about you to:

- service providers who assist us in operating our business. These service providers are required to comply with our privacy policy;
- other service providers, who provide the various services that you have requested, and we have arranged. These service providers may not be required to comply with our privacy policy;

Destination Gippsland Ltd may use your information to measure your experience of our services and products, and to inform you of new product developments and associated services that we believe will interest you. If you do not wish to receive email notices or other communications from DGLtd regarding additional products and services, you may elect to opt out.

We may also use your information in statistical form to analyse your booking preferences. This information is not used to track your individual preferences but rather to give us a general picture of the products and services our customers prefer, and as a way of identifying potential improvements for our products and services. We might also gather information in statistical form such as the number of visitors who visit our website on a daily basis - this is not used to track any individual customer's browsing habits – however we currently do not collect any information about visitors to our website.

We may also use your email communications with us to analyse customer service issues. We may phone or email you to let you know of any problems with payments you have made to us or if we believe this is reasonably necessary to protect against fraud and credit card misuse.

From time to time we may conduct competitions in which we ask for contact information (such as an email address). All information provided remains confidential and will not be sold or transferred to other entities, and you may opt-out of receiving future mailings by electing to opt-out.

Security

The security of your personal information is important to us and we take all reasonable measures to ensure that your personal information is stored safely to protect it from misuse, loss, unauthorised access, modification, or disclosure, including electronic and physical security measures.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

Access to your Personal Information

You may access the personal information we hold about you to update it and/or correct it. If you wish to access your Personal Information, please contact us in writing. We will endeavour to provide you with access to the information requested within 30 days. We may charge you a reasonable fee for providing a copy of your Personal Information. If, upon receiving access to your personal information or at any other time, you believe the personal information we hold about you is inaccurate, incomplete, or out of date, please notify us immediately. We will take reasonable steps to correct the information so that it is accurate, complete, and up to date.

Links to other web sites

Our web site may contain links to other web sites. We are not responsible for the privacy practices of linked web sites and so linked web sites are not subject to our privacy policies and procedures.

Changes

DGLtd may make changes to its Privacy Policy from time to time, and we suggest you check our website for any changes made to the policy.

Feedback

If you have any queries or concerns about our Privacy Policy or the way in which we handle your personal information, please contact us at:

Destination Gippsland Ltd

E-mail: admin@destinationgippsland.com.au

Telephone: (03) 5668 2141

Facsimile: (03) 5156 1303

Mail: PO Box 203, Mirboo North Vic 3871

More information

For more information about privacy in general, you can visit the Federal Privacy Commissioner's web site at www.privacy.gov.au

National Privacy Principles: <http://www.oaic.gov.au/privacy/privacy-act/australian-privacy-principles>