

Privacy Policy

This privacy policy (**Privacy Policy**) explains how NSW Business Chamber Limited (ABN 63 000 014 504) (whether we trade under the trading name 'Business NSW', 'My Business' or another trading name) (**Business NSW, we, us or our**) handles and manages personal information we collect about you as:

- a current member of Business NSW (**Member**);
- a non-Member customer acquiring any products or services from Business NSW (**Customer**);
- a non-Member participant in any Business NSW programs including mentoring programs (**Participant**);¹ and/or
- a visitor (**Visitor**) to our website, (**Website**) whether or not you are a Member, Customer or Participant.

You may be both a Member, Customer or Participant and a Visitor.

By using the Website and/or providing us with any personal information you agree that you are 15 years of age or older and acknowledge that this Privacy Policy details our collection, use, holding and disclosure of any of your personal information and you consent to our collection, use and disclosure of your sensitive information in accordance with and as set out in this Privacy Policy. If you are under 15 years of age, your parent or guardian must read and agree to this Privacy Policy on your behalf.

If you provide us with the personal information of another individual, you warrant that you have informed them of this, provided this Privacy Policy to them and that you have their permission to provide their personal information to us.

1 What personal information we collect and how

1.1 For Members, Customers and Participants

As a Member, Customer or Participant, we collect personal information including:

- your full name, gender, date of birth and position/role at your organisation;
- the name and ABN of your business;
- your address, mobile phone number and email address; and
- banking / payment details (including your bank and credit card details).

We collect personal information when you provide it to us via the Website, such as when filling out a membership application form, a membership renewal form or registering for an event that we are running. If you are an employee of a Member, Customer or Participant we may also collect your personal information when your employer provides it to us.

1.2 For Visitors

As a Visitor we collect your personal information if:

- you provide to it us on the Website (i.e. entering information into a form or contacting us via the Website);
- you enter and/or participate in a competition or survey of ours; and/or

¹ **Exceptions:** If you are a participant in the Entrepreneurship Facilitators Service program or the Local Jobs Program, please read the privacy policy of the Department of Education, Skills and Employment, accessible at <https://www.dese.gov.au/using-site/privacy>.

- if you otherwise contact us by phone, email or mail.

We also collect personal information through the use of cookies (explained in the *Cookies* section below).

2 How we use your personal information

2.1 For Members, Customers and Participants

We use the personal information we collect about you for the purpose of providing products and services to you as a business owner, in particular:

- to process and deliver products and services to you (e.g. preparing and delivering documents, managing payments, fees and charges);
- to provide you with information about our products and services you requested and any other products or services that are related to those that you requested information about;
- to personalise and customise the products and services we offer you;
- to understand how we can better serve your needs as a Member, Customer or Participant and those of other Members, Customers and Participants;
- to process payments and transactions relating to your account; and
- to verify your identity for the purposes of protecting the integrity and security of your Member, Customer or Participant account.

If you use the Business NSW Energy Comparison Service, we will also use your personal information to provide you with a comparison of energy providers and/or load brokerage.

2.2 For Visitors

We use the personal information we collect about you:

- to respond to your queries and any complaints;
- to send you marketing communications as described below in Section 4;
- tailor our memberships, products and services to your needs and the needs of businesses with a profile to you;
- to conduct surveys and promotions; and
- for other purposes as permitted or required by law.

3 How we share your personal information

A number of third party service providers support us in providing services to you and we will share your personal information with them (and others as noted below) to assist us to perform one or more of the purposes set out in this Privacy Policy and, in particular:

- Adobe Inc, whose Adobe Campaign Standard, Magento and Adobe Experience Manager platforms are integrated into our systems;
- Microsoft, which hosts our CRM platform;
- Cvent, which provides event management services on our behalf;
- the Australian Business Register if you use the ABN Lookup tool on the Website;
- Experian, whose address validation service is integrated into our systems;

- Zembl Pty Ltd, which provides energy comparison and consultancy services on our behalf;
- SubscriptionPro, which we use to manage memberships;
- Stripe and SecurePay, which facilitate payments handled by the Website;
- if you access parts of our Cyber offering, Leto Pty Ltd (which trades as Cyber Aware and is contactable using the contact information on its website, cyberaware.com); and
- from time to time, in relation to specific programs we run with various Australian Government Departments in order to fulfil our contractual commitments to those Departments.

Our third-party service providers are headquartered or have their data centres located in:

- Australia; and
- the United States.

We also use certain third-party tools ourselves (and do not transfer your personal information to these third parties for their own use). While we review the privacy and security arrangements of our third-party service providers and control the data they store, in some cases it is technically possible for them to access data containing your personal information.

We may also share your personal information for other reasons as authorised or required by law.

4 Marketing communications

Our Website offers functionality allowing you to opt in to receive marketing communications relevant to you. We will only send you marketing communications that you choose to receive and by the means that you choose to receive them. If you change your mind you will always have the option to unsubscribe.

If you use the Business NSW Energy Comparison Service, we may also use your personal information to make you aware of third parties that offer energy saving appliances.

5 Updating and/or accessing your personal information

If you are a Member and have an account on the Website you can access and update your personal information that forms your account profile on the Website by logging into your account. Please ensure you keep your account profile up to date.

Where you cannot do it yourself on the Website, you have the right to request access to and/or correction of your personal information at any time by contacting us. There is no charge for making such a request but we may charge a reasonable fee for responding to a request. We will respond to your request within 30 days of receiving it. If we cannot fulfil your request for any reason we will write back to you and explain why.

6 Security of your personal information

Unfortunately, no data transmission over the internet can be guaranteed to be 100% secure. As a result, while Business NSW will take all reasonable steps to protect your personal information including the use of encryption of in-transit data, we cannot guarantee or warrant the security of any personal information you transmit via the internet.

We also have reasonable security controls in place to protect your personal information once it reaches us, including encryption of data at rest, regular software patching and logging of system access.

7 Cookies

Information may be collected through the use of "cookies" on our Website. Cookies are small text files that a website can use in order to recognise visitors who revisit a website so as to facilitate their ongoing access to and use of the website. They enable usage behaviour to be tracked and aggregate data to be compiled that would facilitate more targeted advertising and improved content. Typically, cookies involve the assigning of a unique number to the visitor.

You can prevent the use of cookies by setting up your web browser to block them.

8 Changes to this Privacy Policy

We may, from time to time, update this Privacy Policy so please ensure you review it periodically for changes. If any changes are significant or substantial we will either let you know in writing or post a message to that effect on our Website.

Your continued use of the Website, requesting or continued use of our services or products, participation in our programs or the provision by you of further personal information to us after this Privacy Policy has been revised will be deemed to be your acceptance of and consent to the revised Privacy Policy.

This Privacy Policy was last revised on 17 October 2023.

9 If you have a privacy complaint

If you wish to make a complaint about an alleged breach of this Privacy Policy or the Privacy Act by us you can contact us using the contact information in the *Our contact information* section below. You will need to provide us with sufficient detail regarding your complaint and any supporting evidence.

Our Privacy Officer will investigate the issue and determine the steps to be taken to resolve the complaint. We will notify you in writing if we require any additional information and also of the outcome of the investigation.

If you are not happy with the outcome of our investigation, you may complain to the Office of the Australian Information Commissioner (**OAIC**) whose contact details can be obtained from the OAIC website noted below in the *Further information* section.

10 Our contact information

Any queries about this Privacy Policy, correction or access requests or privacy complaints should be addressed to:

Privacy Manager
Business NSW
Level 7, 8 Chifley Square
Sydney NSW 2000
privacy.manager@businessaustralia.com
02 9466 4222

11 Further information

For further information about the Privacy Act or to make a complaint to the Privacy Commissioner, please see the website of the OAIC at www.oaic.gov.au.