

## **DMS Destination Marketing Services Pty Ltd**

# **Privacy Policy**

### **1. Introduction, Purpose and Scope**

DMS Destination Marketing Services Pty Ltd (“DMS”, “we”, “us” and “our”) ACN 162 964 810 is committed to comply with our privacy obligations. This includes compliance requirements that we mandatorily must comply with (such as the Privacy Act 1988 (Cth)), as well as voluntary commitments that we make such as contractual promises or company policies.

#### **1.1 Introduction**

To provide our services effectively, we necessarily collect, record, and utilise Personal Information. We enter contracts and are also subject to laws, that impose strict obligations and potential penalties. Failing to maintain privacy can have harmful impacts for individuals, businesses, as well as DMS. Therefore, it is imperative that we handle personal information professionally, respectfully and in compliance with our obligations.

#### **1.2 Purpose**

The purpose of this policy is to describe how we collect, store and manage personal information. By providing personal information to us, you understand we will collect, hold, use and disclose your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect your use of the services.

#### **1.3 Scope**

This Privacy Policy applies to DMS; all employees of DMS including but not limited to all permanent, casual, fixed term and temporary workers (our people); and any persons engaged to perform services for or on our behalf.

This policy does not apply to personal information of our people and or acts and practices which relate directly to the records of current and former employees that we hold.

### **2. Personal Information**

Personal Information means information or an opinion that relates to an identified individual, or an individual who is reasonably identifiable, and has the same meaning as given by the Privacy Act (*Section 6 of the Privacy Act 1988 (Cth), as amended from time to time*). In this Policy, any references to Personal Information should be taken to include sensitive information unless otherwise specified.

## **2.1 Why we ask for your Personal Information**

We collect personal information for reasons that include:

- Communicating with you;
- administering our services, including events;
- enabling us to provide services to you, including booking events, flights, accommodation, and registration and attendance at our events;
- managing our relationship with you;
- complying with any of our contractual obligations;
- responding to requests for information about our services;
- sending invoices, statements, payment reminders and collecting payments from you;
- dealing with any enquiries or complaints;
- understanding how you (and others) are using our services and to help us improve and develop our services, including conducting internal analyses;
- marketing our services to you; and
- complying with our legal obligations.

This personal information may be obtained from you when you submit the information online via our website, by telephone or email, by other correspondence, or when you subscribe to our mailing lists. We may also collect your personal information from third parties and public sources, such as your employer or other event hosts or our suppliers.

The type of personal information we collect includes your name, address, telephone number, email address, information contained on identification documents, date of birth, employment information, emergency contacts, hobbies and interests, transaction information, frequent flyer or loyalty information, internet protocol (IP) address, server address, information about your browsing activities, and other details that may be required to conduct our operations. In some limited circumstances, we may collect sensitive information, including health information such as dietary requirements.

## **2.2 Financial Information**

We may request your payment information, including your bank account or credit card details.

Your financial information will be stored securely and used in accordance with the terms and conditions and the privacy policy.

### **2.3 Using and Disclosing your Personal Information**

We may use and disclose your personal information for the primary purpose for which it was collected. We may also use or disclose personal information for reasonably expected secondary purposes which are related to the primary purpose and in other circumstances authorised by law.

We may disclose your personal information to the extent that we are required to do so by law or in connection with any legal proceedings or prospective legal proceedings involving us.

We work collaboratively with our Destination Management Company (DMC) partners, Clients and other suppliers and may disclose your personal information to these relevant parties if necessary for the provision of services. Our disclosure of personal information to other suppliers may include and is not limited to event hosts, caterers, travel, transport and accommodation providers.

Where we share information with other parties, we enter into agreements with them requiring them to comply with all applicable laws and controlling further distribution or disclosure of the information to other parties.

We may also disclose your personal information to third party service providers for the purpose of enabling them to provide their services, including but not limited to professional advisors, IT service providers, data storage or web-hosting and server providers, or marketing and advertising providers.

We may disclose your personal information to overseas DMC partners and suppliers related to our DMC partners to enable services to be supplied by you. These overseas suppliers may store, transfer or access your personal information outside of Australia. Unless we seek and receive your consent to an overseas disclosure of your personal information, we will only disclose your personal information to countries with laws which protect your personal information in a way which is substantially similar to the Australian Privacy Principles and we will take such steps as are reasonable in the circumstances to require overseas recipients to protect your personal information in accordance with the Australian Privacy Principles.

### **2.4 Accuracy, Completeness and Current Information**

We will take reasonable steps to ensure that the personal information we hold is accurate, complete and up to date. You may contact us to update your personal information or tell us that the personal information we hold about you is inaccurate, incomplete or out of date. Upon your notification, we will rectify any errors in the personal information we hold.

## **2.5 Access to your Personal Information**

You may seek access to the personal information we hold about you. We may restrict access where we are required to do so by law. We will provide you with a response within a reasonable time as long as your request does not infringe upon the privacy of others.

You are also entitled to request we delete certain personal information from our records. We will do so if there is no ongoing legal or other legitimate obligation for us to keep your information.

## **3. Direct Marketing**

We may use your Personal Information to provide personalised direct marketing in relation our services, market updates and other information we consider may be of interest or benefit to you. We notify individuals and obtain consent as required at the time of collecting, or in this policy, for such information to be used by us and any associated businesses for the purposes of direct marketing. We do not sell Personal Information or use sensitive information for the purposes of direct marketing.

You can opt out of receiving our direct marketing communications at any time. We include a statement about how you can opt out in all marketing communications, including an 'unsubscribe' function in e-mails. Please note that if you opt-out of direct marketing communications, you may still receive (non-direct marketing) communications that are necessary for the provision of our services.

## **4. Website and Cookies**

We manage our website ([www.destinationmarketing.com.au](http://www.destinationmarketing.com.au)) and may use cookies on our website. Cookies are small files stored on your computer or device that help improve your browsing experience. These cookies collect information about your browsing habits when you visit our website and may be used for purposes such as analysing traffic, personalising our website content, and serving targeted advertisements to you. You have the option to disable cookies in your browser settings; however, please note that certain features of our website may not function properly if cookies are disabled.

Our website may contain links to third party websites. We are not responsible for the conduct of third-party website owners, and you should review their respective Privacy Policies before using their services.

## **5. Electronic Badges and Lead Scanning**

We use badge scanning technology at selected events for improved efficiency and security reasons. Badge scanning technology helps improve the service experience and allows you to network with other attendees on a mobile app. If you attend an event that uses badge scanning technology, you will have the option to opt-in to

share your contact details for networking. Please note that opting-in to the service will allow direct messaging with other attendees and exhibitors when using the attendee mobile app.

## **6. How to Contact Us and Complaints**

If you wish to gain access to your personal information or make a complaint about a breach of your privacy or if you have any query on how your personal information is collected or used or any other query relating to this Privacy Policy, please write to [marissa@destinationmarketing.com.au](mailto:marissa@destinationmarketing.com.au)

If you are not satisfied with our handling of your complaint, you have the right to complain to the Office of the Australian Information Commissioner (OAIC). Please visit the OAIC website for more information via:

<https://www.oaic.gov.au/privacy/privacy-complaints>

You may choose to restrict the collection or use of your personal information. If you have previously agreed to us using your personal information for marketing purposes, you may change your mind at any time by contacting us. You may also contact us to unsubscribe from our email database or to opt out of any further communications.

### **Changes to our Privacy Policy**

We reserve the right to make changes to our Privacy Policy at any time. We may update this Privacy Policy by posting the updated version on our website.

Last updated Sep 2024.