

## 1. INTRODUCTION

Tourism Tropical North Queensland is committed to protecting the privacy of our clients, customers and visitors to our Information Centre and website. We understand and appreciate that clients, visitors and users of our website and booking service are concerned about their privacy and confidentiality and security of any information that may be provided to us.

This Privacy Policy demonstrates our commitment to protecting your privacy by disclosing to you the ways in which we deal with your personal information. The implementation plan will demonstrate our compliance and execution of this Privacy Policy.

This Privacy Policy is drafted in a way which takes account of the diverse functions of Tourism Tropical North Queensland's various business units. It aims to give:-

- Guidance to members of the public, industry stakeholders and our members to assist them to understand how personal information is managed in Tourism Tropical North Queensland and how they can exercise their privacy rights in respect of Tourism Tropical North Queensland's activities;
- Guidance on how the Privacy Policy is implemented throughout Tourism Tropical North Queensland.

## 2. PERSONAL INFORMATION THAT TTNQ COLLECTS

### 2.1 FINANCIAL MANAGEMENT AND CONTRACTUAL RECORDS

There is commonality amongst these records across various business areas of Tourism Tropical North Queensland, so they are grouped here as one entry.

The purpose of the financial records is to process and account for expenditure and revenue. Information collected and held includes names and addresses of clients, members and service providers.

Contractual records include personal information relating to Consultants and other Contractors who provide goods and services to Tourism Tropical North Queensland.

*Location:* Accounts, Membership, Corporate Services and other relevant departments of Tourism Tropical North Queensland.

### 2.2 TRAVEL ARRANGEMENTS INFORMATION

Tourism Tropical North Queensland's Visitor Information Centre, has responsibility for organising travel arrangements on behalf of clients.

In finalising these arrangements, Tourism Tropical North Queensland generally collects the following personal information:

- Name and address of clients;
- Nationality;
- Credit card number and expiry date;
- Accommodation house the client is staying at locally;
- Billing address;
- Email address;
- Telephone numbers;
- Health issues (if any) and other special access requirements.

This information is processed by the Tourism Tropical North Queensland Visitor Information Centre Ticketing System for the purpose of arranging accommodation and tour bookings.

*Those records relating to travel arrangements are stored on paper and electronic media.*

*Location:* Visitor Information Centre & Accounts departments of Tourism Tropical North Queensland.

### 2.3 CONSUMER RESEARCH INFORMATION

At various times, Tourism Tropical North Queensland collects personal information from consumer surveys and interviews. The information related to holiday preferences, tourism product information sources and buying influences. The information collected includes, but is not limited to the following:-

- Name and address of individual concerned
- Age
- Previous holiday locations
- Preferred holiday locations
- Holiday spending patterns

*Location:* Marketing, Visitor Information Centre and Information Technology departments of Tourism Tropical North Queensland.

### 2.4 MARKETING INFORMATION

The Leisure and Business Tourism departments of Tourism Tropical North Queensland may collect information relating to a person in their capacity as a representative of a client, member product, supplier, wholesaler, retailer or other tourism infrastructure business that Tourism Tropical North Queensland communicates with. This information is utilized to provide the marketing services which assist these businesses in performing the purpose of their organization. The information collected includes, but is not limited to the following:

- Name
- Position/Title
- Business Name
- Work or Mobile number

*Location:* Marketing, Cairns & Region Convention Bureau and other relevant departments of Tourism Tropical North Queensland.

### 2.5 CORRESPONDENCE

Correspondence that has been addressed to the Chief Executive Officer of Tourism Tropical North Queensland Staff from the public or other Government agencies is referred to the relevant areas within Tourism Tropical North Queensland for consideration and preparation of responses.

Tourism Tropical North Queensland keeps copies of the correspondence in electronic and paper form.

The correspondence includes personal information which might arise in any subject matter related to Tourism Tropical North Queensland's functions. Examples are: names, addresses, personal

opinions about tourism related matters, complaints and grievances and any other matter that the correspondent wishes to convey to Tourism Tropical North Queensland.

*Location:* Chief Executive's Office, Corporate Services and other relevant Departments of Tourism Tropical North Queensland.

## 2.6 INFORMATION SYSTEMS PERSONAL INFORMATION

Tourism Tropical North Queensland's information technology management systems network routinely carries, enables processing of, and stores, for varying periods, much of the core business information of Tourism Tropical North Queensland on behalf of all departments. It encompasses both internal electronic transactions and external transactions, including telephone, e-mail, and Internet activity. The great bulk of those personal information records within that network environment are described above, or are described in the other parts of this plan that deal with the content of core business operations of business areas of Tourism Tropical North Queensland.

In addition to that material, there are some personal information records specifically tailored to IT system administration, namely IT system security identifiers and usage tracking records about staff users of the IT system that are held by the Corporate Services Manager and other Departmental Managers.

That information is not usually disclosed to persons other than mentioned above or the individuals concerned. Staff are routinely made aware of system usage rules and monitoring procedures concerning collection and use of the information.

*Location:* Corporate Services Department of Tourism Tropical North Queensland.

## 3. USE AND DISCLOSURE

Your personal information may be disclosed to the following organizations:

- Tourism Tropical North Queensland staff members
- Tourism Queensland
- Price WaterhouseCoopers
- Coroneo & Co
- Australia Postage
- Bolton Imprint
- Intelligent Tourism Network
- Major Corporate and Media Partners
- Your authorised Representative
- Our Professional advisers including our Accountants and Solicitors,
- Government Regulatory authorities and other similar organizations, as required or authorised by law.
- Our related entities
- Outsourced service providers

Your Personal information may be used:-

- To provide the services which you have requested from Tourism Tropical North Queensland
- To administer and manage those services including charging, billing and collecting debts
- For Marketing purposes
- To conduct appropriate checks for credit worthiness and fraud
- To research and develop our services

- For consumer research purposes

#### 4. USE OF OUR WEBSITE

##### 4.1 AUTOMATIC COLLECTION OF YOUR PERSONAL INFORMATION

When you visit our website, our Internet Service Provider (ISP) automatically records the following information about you for statistical purposes:

- Your server address;
- The website you visited immediately prior to ours;
- Your domain name;
- The date and time of your visit to our website;
- The pages you accessed and the information or documents you downloaded; and
- The type of browser you used.

No attempt is, or will be, made to identify users of their browsing activities except, in the unlikely event of an investigation, where a law enforcement agency may exercise a warrant to inspect our activity logs.

##### 4.2 EMAILS

Tourism Tropical North Queensland encourages the use of email communication to increase efficiency in communications. Emails sent to or from Tourism Tropical North Queensland are routinely monitored by our information technology staff for systems administration, quality control and compliance purposes.

We will only record your email address if you send an email to us. Email enquiries will be passed to the most appropriate staff member, who will be asked to respond to you directly. The staff member who responds to you will retain your email address as long as may be necessary to respond to you.

Your name and address details will not be added to a mailing list, nor will we disclose these details to third parties without your consent unless required by law.

The information that we receive from you will be treated in the strictest confidence. We will not disclose your personal information to any third party without seeking your consent.

##### 4.3 ONLINE SUBSCRIPTIONS

If you wish to subscribe to any online information service which we may offer from time to time, you will need to supply us with the following information:-

- Your full name
- Your email address
- Your nationality
- Your age group
- Your occupation;
- Your areas of interest.

We will use this data to send information and publications to you via email. If you are included on a group email mailing list for this purpose, we will send you the information in such a way that your email address will not be visible to other mail out recipients.

If you had previously requested to be added to our mailing list and have since changed your mind simply send an email to: [webmaster@tropicalaustralia.com.au](mailto:webmaster@tropicalaustralia.com.au) with the subject line "unsubscribe", and we will remove you from our mailing list. Alternatively, you can put a request in writing to the attention of Privacy Officer, Tourism Tropical North Queensland, PO Box 865, CAIRNS QLD 4870.

If you have any questions about our Privacy Policy please contact Privacy Officer, Tourism Tropical North Queensland, PO Box 865, CAIRNS QLD 4870

## 5. ACCESS TO YOUR PERSONAL INFORMATION

You can request to access the personal information we hold about you if you wish to do so. We will take reasonable steps to provide you with access if we are able to do so. If we are unable to provide you with access, we will explain why. You may also wish to apply to amend the information if you believe it to be incomplete, inaccurate, or out of date. We also reserve our rights to charge a fee for searching for and providing access to your information.

To request access please email the Privacy Officer on [privacy@tnq.org.au](mailto:privacy@tnq.org.au) or call 0740 317676. You may also write to the Privacy Officer, Tourism Tropical North Queensland, PO Box 865, CAIRNS QLD 4870.

## 6. SECURITY OF YOUR PERSONAL INFORMATION

Tourism Tropical North Queensland is committed to protecting your personal information from misuse and loss, and from unauthorised access, modification and disclosure, and will take all reasonable steps to ensure this.

## 7. DISPOSAL AND DESTRUCTION OF YOUR PERSONAL INFORMATION

If we no longer need to hold your personal information, we will take reasonable steps to destroy or permanently de-identify that information.

## 8. COMPLAINTS

If you have a question, comment or complaint regarding our Privacy Policy or procedures, you should contact the Privacy Officer on [privacy@tnq.org.au](mailto:privacy@tnq.org.au) or call during business hours on 07 40317676. You may also write to the Privacy Officer, Tourism Tropical North Queensland, PO Box 865, CAIRNS QLD 4870.

## 9. CHANGES TO THIS POLICY

From time to time, it may become necessary for us to review or amend this policy, and we reserve the right to do so. Any changes will be made as and when required, and we will advise you of any changes by posting an updated version of our policy on our website, [www.tropicalaustralia.com.au](http://www.tropicalaustralia.com.au). An up to date copy of this policy will be available in hard copy at all times from our office at 51 The Esplanade CAIRNS QLD 4870.

## 10. TOURISM TROPICAL NORTH QUEENSLAND'S IMPLEMENTATION PLAN

Informing staff of their privacy responsibilities will play a critical role in Tourism Tropical North Queensland successfully complying with the requirements of the Privacy Act 1998 and is a significant component of the Privacy Policy. To ensure a general awareness of the issues and the principles involved, procedures have been identified in the attached Implementation Plan.

Goal	Method
Assessment of Current Practices	Individual departments to conduct an audit by examining and collating ways in which personal information is collected, and the storage and dissemination of this information.
Raise awareness of privacy responsibilities	Inform staff through Tourism Tropical North Queensland team meetings and by email/mail out of the appropriate details of content and implementation steps for the Privacy Policy.
	Publish the Policy on the Tourism Tropical North Queensland internet website
	Evaluate responsibility of Managers with regard to Privacy
Develop privacy policies/guidelines	Develop guidelines for departments through which personal information is collected
	Develop guidelines for staff with special responsibilities for personal information (Eg: human resources, marketing)
	Develop guidelines for staff generally regarding privacy responsibilities
Review relevant policies/guidelines/publications	Review relevant policies and guidelines to integrate privacy issues where appropriate
	Review all forms and adjust them to comply with new privacy requirements where necessary
	Review and upgrade marketing and other publications to comply with privacy requirements
	Review and upgrade grievance documentation to include privacy complaints
	Review and upgrade procedures for dealing with external requests for access
Provide Training on Privacy Issues	Incorporate privacy issues in training for management and staff
	Incorporate privacy issues in new staff induction
Review Contracts	Review contracts and agreements for compliance. When current contracts or agreements cease, they will be amended to comply with the 10 NPP's.