

# Website Privacy Statement

The Melbourne Convention and Exhibition Trust (MCET) values and is committed to protecting your privacy. We handle your personal information in accordance with the *Privacy and Data Protection Act 2014 No. 60 (VIC) (PDP Act)* and other applicable legislation.

This privacy statement only applies to the information automatically collected from you as a result of your visit to our websites, [mcec.com.au](http://mcec.com.au) and [my.mcec.com.au](http://my.mcec.com.au). For more information about please refer to our [privacy policy](#).

## Information Collection and Use

### Personal Information

While using our websites, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identified information may include, but is not limited to:

- Email address
- First name and last name
- Phone numbers
- Addresses
- Cookies and usage information

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or the instruction provided in any email we send.

### Usage Information

We may also collect information on how you access and use our website. This Usage Information may include, but is not limited to:

- network location and IP address;
- date and time you visited our websites;
- type of web browser (e.g. Internet Explorer, Chrome, Safari etc.) and operating system (e.g. Windows 10, Max OS X etc.) you are using;
- Flash version, JavaScript support, screen resolution an screen colour processing ability;
- Referring site details (such as the URL that you came from through to arrive at our websites);
- Pages you visited and time spent on each page;
- Emails opened;
- Documents downloaded and search terms used; and
- The forms access on our websites

The collection of personal and usage information is collected under the authority of Information Privacy Principles 1.1 of the PDP Act.

### Tracking and Cookies Information

We use cookies and similar tracking technologies to track the activity on our websites and hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our websites.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some or portions of our websites.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our websites
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings
- Security Cookies. We use Security Cookies for security purposes.

### Use of Web Information

MCET uses the collected information for various purposes:

- To provide and maintain our websites
- To notify you about changes
- To allow you to participate in interactive features of our websites when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our websites
- To monitor the usage of our websites
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

We may also use this information for security audits to protect against threats from hackers or other security purposes.

We do not use this information to identify you or match it with any other personal information that we may collect from you, unless require to do so as part of an internal investigation or for a law enforcement-related purpose, in accordance with the PDP Act.

## Service Providers

We may employ third party companies and individuals to facilitate our website or assist us in analysing how our websites are used. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

## Analytics

MCET uses third-party Service Providers to monitor and analyse the use of our Service.

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the information collected to track and monitor the use of our websites. This information is shared with other Google services. Google may use the collected information to contextualise and personalise the ads of its own advertising network. You can opt-out of having made your activity on the websites available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page:

<https://policies.google.com/privacy?hl=en>

## Behavioural Remarketing

MCET uses remarketing services to advertise on third party websites to you after you have visited our websites. MCET and our third-party vendors use cookies to inform, optimise and serve ads based on your past visits to our Service.

- **Google Ads (AdWords)**

Google Ads (AdWords) remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page:

<https://policies.google.com/privacy?hl=en>

- **Facebook**

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest based advertising from Facebook by visiting this page:

<https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest based ads, follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioural Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy:

<https://www.facebook.com/privacy/explanation>

## Disclosure of information

Under certain circumstances, MCET may be required to disclose your Personal Information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## Legal Requirements

MCET may disclose your Personal Information in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of MCET
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of our websites or the public
- To protect against legal liability

## Collection of other information

In addition to what has been stated, we may also collect other personal information that you choose to give us, or which may be required to access a particular service. This information collected by online forms, blog comments, or when subscribing to receive newsletters. Whenever we ask you to provide personal information for other purposes, we will provide you with notice specific to that collection. For further information, please refer to our general [privacy policy](#).

## Use of Social Media

We use Facebook, Instagram, Twitter, LinkedIn and YouTube to communicate with the public. We may collect any personal information that you provide us via Facebook, Instagram, Twitter, LinkedIn and YouTube under the authority of Information Privacy Principle 1.1 of the PDP Act for the purposes of engaging and consulting with the public. Any personal information that is collected via Facebook, Instagram, Twitter, LinkedIn and YouTube will be handled appropriately and in line with our Privacy Policy.

Facebook, Instagram, Twitter, LinkedIn and YouTube may also collect personal information for its own purposes. When you agree to Facebook, Instagram, Twitter, LinkedIn and YouTube's terms of service and privacy policy, you agree to your information being transferred outside of Victoria.

#### **Links to non-MCEC websites**

This privacy statement does not apply to any external websites that are linked on MCEC's websites. We are not responsible for the privacy practices or content of external website. When you visit other website, we recommend you read the privacy statements or policies of these websites before providing personal information.

#### **Data Security**

Under the PDP Act, we have a responsibility to protect your personal information. We take reasonable steps to make sure that your personal information is protected from misuse, loss, and unauthorised access, modification, or disclosure. Access to systems, applications, and information that we collect is limited to authorised staff members only.

Further, any personal information that we collect and use for identifying user trends (e.g. IP addresses) is aggregated and anonymised when generating reports.

#### **Access and Correction**

MCEC will provide you with access to your personal information upon written request to the Data Protection / Privacy Officer, except in specific circumstances as outlined with in the *Freedom of Information Act 1982 No. 9859 (VIC)*.

#### **Contact us**

For further information please contact us at (+61 3) 9235 8000 or by email at [privacy@mcec.com.au](mailto:privacy@mcec.com.au).