



## PRIVACY POLICY

**JEREMY D. WALKER – POLICY OFFICER**

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Momentum Worldwide

### /PURPOSE OF POLICY

Momentum Worldwide Pty Limited (Momentum) is required and committed to comply with the Australian Privacy Principles (APPs) in the *Privacy Act 1998 (Cth) (Privacy Act)*. The APPs regulate the manner in which Momentum, and its affiliates, protects the privacy of personal information throughout its lifecycle, from collection/receipt to use and disclosure, storage, accessibility and disposal.

The purpose of this policy is to set out the open and transparent approach that Momentum takes in relation to the treatment and management of Personal Information; as well as to outline the measures Momentum has implemented to safeguard the privacy of those individuals who voluntarily submit their personal information, whilst complying with its obligations under the relevant privacy laws.

It includes information on how Momentum collects and receives, uses, discloses and keeps secure, individuals' personal information; it also covers how Momentum makes the personal information it holds available for access to and correction by the individual.

Momentum is generally exempt from the Privacy Act when it collects and handles employee records; however, Momentum's policy is to protect the personal information of its employees as it does other personal information.

### /DEFINITIONS

**Personal Information:** Personal information means information or an opinion (including information or an opinion forming part of a database and whether or not recorded in a material form) about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion. Personal information includes but is not limited to:

- a written record which may include your name, address and other details about you;
- photographs, images, video or audio footage; and
- fingerprints, retina prints, blood or DNA samples.

**Unsolicited Information:** Unsolicited personal information is personal information where no active steps have been taken to collect the information provided (for example, when an employment application is sent to Momentum by an individual on their own initiative, rather than in response to a job advertisement).

**Disclosure:** Disclosure is the action of making new or secret information known.

**Direct Marketing:** Direct Marketing is a form of advertising in which marketing materials are provided to consumers in order to communicate information about a product or service. Types of direct marketing materials include, but are not limited to:

- short message service (SMS) texts;
- email;
- telephone;
- database marketing;
- flyers;
- catalogue distribution; and
- promotional letters



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**Opt-out:** The term opt-out refers to several methods by which individuals can avoid receiving unsolicited product or service information. This ability is usually associated with direct marketing campaigns (such as telemarketing, e-mail marketing or direct mail).

**Cookies:** A cookie, also known as an HTTP cookie, web cookie or browser cookie, is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website. Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity.

### /COLLECTION

The main purposes for which Momentum collects, holds, uses and discloses personal information are primarily to supply employees of member organisations and individuals who obtain Momentum products and services directly from Momentum, with information and details of its products and services; as well as for campaign management and promotional prize fulfillment. Momentum may also collect and use personal information for secondary purposes including, but not limited to, the following:

1. provision of products and services;
2. accounting purposes; and
3. business planning and product development.

Momentum will only collect an individual's personal information where the information is necessary for Momentum to perform one or more of its functions or activities. In this context, "collect" means gather, acquire or obtain by any means, information in circumstances where the individual is identifiable or identified. Momentum may also collect personal information online for all legal purposes, which includes, but is not limited to the "Contact Us" feature on its website.

Momentum will not make it mandatory for visitors of its website to provide personal information unless such information is required to answer an inquiry or provide a service.

### /PERSONAL INFORMATION WE MAY COLLECT

Personal Information Momentum may collect includes, but is not limited to, an individual's:

- full name;
- full name of legal guardian;
- details of your family or household structure (such as the number of children you have);
- details of any organization on behalf of which you submit information;
- username and password;
- gender;
- date of birth;
- postal address;
- country of residence;
- contact details (including home and mobile phone numbers);
- email address;
- profile picture; and/or
- video.

Sensitive information is a subset of personal information that Momentum affords a higher level of privacy protection. Sensitive information includes, but is not limited to, the following:

- health and genetic information;
- racial or ethnic origin;



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- political opinions or affiliations;
- religious beliefs or affiliations;
- philosophical beliefs;
- sexual preferences or practices;
- criminal record; and
- some types of biometric information.

Momentum's policy is to only collect sensitive information where it is reasonably necessary for our functions or activities and either:

- the individual has consented; or
- we are required or authorized by or under law (including applicable privacy legislation) to do so.

If required, Momentum may also ask to be provided with additional personal information from time to time.

Momentum is committed to use such information for the purpose for which it is has been (voluntarily) provided. If you do not wish for your personal information to be collected, Momentum requests that you do not submit it.

### **/HOW WE MAY COLLECT, HOLD AND USE PERSONAL INFORMTION**

The type of personal information Momentum may collect and hold about an individual depends on the type of dealings that individual has with Momentum. For example, if an individual:

- **enters a promotion**, we will collect the individuals information through a third-party website where the information is processed and then stored on a Comma-separated values (CSV) file, or Excel spreadsheet, which is then stored on Momentum's server;
- **contacts us with an enquiry**, we will record details about the individual and the nature of the enquiry being made;
- **is a supplier of Momentum**, we will collect contact address details, including, but not limited to, all forms of contact and address, billing information and information about the goods and/or services they supply; and
- **applies for a role at Momentum**, we will collect the information the individual includes in their application for employment, including their cover letter, resume, contact details and referee reports, which are then stored on Momentums online recruitment and email database.

Momentum is committed to collecting personal information only by lawful and fair means. We collect personal information in a number of ways, including, but not limited to, the following:

- over the phone;
- through written correspondence (such as faxes, letters and email);
- in person (for example, at job interviews, supplier meetings and client meetings);
- through our website (for example, if an individual submits an inquiry, completes a survey or applies for a role);
- competition entry forms;
- electronic systems such as smartphone and tablet applications; and
- through third parties (such as a direct marketing database).

Momentum's policy is to not use personal information without taking reasonable steps to ensure that the information provided is accurate, complete and up to date; nor will it use sensitive information for the purposes of direct marketing.



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Momentum will not attempt to match de-identified or anonymous data collected through surveys or online search devices (such as “cookies”) with information identifying an individual, without the consent of the relevant individual.

### /COLLECTION NOTICES

Momentum will take reasonable steps to notify individuals (including, but not limited to, customers, promotional entrants and job applicants) of certain matters at or before the time of collection, or as practicable afterwards. These matters include, but are not limited to, the following:

- the purposes for which we are collecting the information;
- our identity and how to contact us;
- whether the collection is required or authorized by or under an Australian law, court or tribunal order;
- the third-party organisations (or types of third parties) to whom we would disclose personal information;
- whether those third-party organisations are located overseas and, if practicable, to specify the countries in which they are located;
- to provide information on how to access and correct personal information;
- to provide information on how to make privacy complaints, and how Momentum will deal with those complaints; and
- the consequences (if any) for the individual if all or part of the individuals personal information is not provided to Momentum.

Pre-collection and Post collection notifications may provide more specific information than Momentum’s Privacy Policy in relation to particular collections of personal information. The terms of Momentum’s Privacy Policy are subject to the conditions outlined in pre-collection and post collection notifications, as well as the terms and conditions of particular offers, products and services. Momentum encourages you to read those provisions carefully.

Where Momentum collects personal information from a third-party (for example, a purchased list, competition entry forms, surveys and direct marketing database providers), Momentum will take reasonable steps to make sure that individuals are made aware of the collection of the details listed above and the circumstances of the collection.

Momentum may also keep records of unsolicited personal information if the Privacy Act permits it, so long as the information is reasonably necessary for one or more of our functions or activities; if not, Momentum will destroy or de-identify the information as promptly as practicable, provided it is lawful to do so.

Where individuals have consented to receiving direct marketing communications from Momentum or its affiliates, the individuals consent will remain current until the individual advises otherwise; however, the individual may opt-out at any given time pursuant to the terms and conditions of the provider of the direct marketing communication.

If Momentum has collected the personal information used to send you direct marketing material from a third-party (for example a direct mail database provider), you can request to be notified of our source of information, and Momentums policy is to do so unless this is unreasonable or impracticable.

### /WHEN WE MAY DISCLOSE PERSONAL INFORMATION

Momentum may disclose personal information to third parties where appropriate for the purposes set out in this policy; these third parties include, but are not limited to:

- financial institutions for payment processing;
- prize fulfillment agencies;



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- educational service providers;
- government and regulatory bodies (such as the Australian Taxation Office, Centrelink and Department of Immigration and Citizenship);
- referees whose details are provided to Momentum by job applicants; and
- Momentum's contracted service providers.

Momentum may disclose personal information to third parties located overseas in situations and analogous situations including, but not limited to, the following:

- data collection (for example, names, training hours and titles for Global statistics);
- where cross boarder campaigns require local storing of personal information; and
- where cross boarder suppliers oversee prize fulfillment on behalf of Momentum or its affiliates.

Momentum is committed to comply with the requirements of the Privacy Act that apply to cross boarder disclosure of personal information, as well as with any legal requirements applicable in the relevant jurisdiction.

Momentum may also disclose of personal information (including sensitive information) to avoid an imminent threat to an individual's life or to public safety; we will also disclose personal information if required by law, including compliance with warrants, subpoenas or other legal process.

In the rare event that Momentum is required to disclose personal information to law enforcement agencies, government agencies or external advisors, Momentum will do so in accordance with the Privacy Act and will not disclose of government related identifiers (such as a Medicare number or driver's license number), unless it is required or authorized by or under an Australian law or court/tribunal order.

Momentum requires persons and companies to which it discloses personal information to restrict their use of such information to the purposes for which it has been provided by Momentum and not to disclose of that information to others.

Momentum will take reasonable steps to ensure that its contracts with third-party service providers include requirements for their compliance with this policy and Australia's Privacy Principles.

Except as provided in this Privacy Policy, Momentum, will not now, and does not intend to, sell, transfer or rent personal information about any individual to unaffiliated third parties; except where consent has been obtained from the individual.

### **/DATA AND QUALITY ASSURANCE**

Momentum stores personal information in a number of ways, including in electronic databases, CSV files and Excel spreadsheets stored on its server and paper files stored in drawers and cabinets, locked where appropriate. Paper files may also be archived in boxes and stored offsite in secure facilities.

Momentum is committed to the regular and ongoing review of its collection and storage practices to ascertain how improvements to accuracy can be achieved, including measures to:

- ensure that the personal information that we collect, use and disclose is accurate, up to date and complete and (in the case of use and disclosure) relevant; and
- take all reasonable steps to protect the personal information that we hold from misuse, interference and loss as well as from unauthorized access, modification or disclosure.

Momentum encourages Individuals to inform us of any changes to their personal information (such as email address and phone number), and will take steps to destroy or de-identify personal information in accordance with the Privacy Act.



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Momentum is not responsible for the privacy or security practices of third-party websites which should have their own privacy and security policies; which Momentum encourages you to read before supplying them with any personal information.

### **/ACCESS TO AND COLLECTION OF PERSONAL INFORMATION**

All individuals have a right to request access to the personal information that Momentum holds about them and to request its correction and/or for the information to be updated. Individuals wishing to lodge a request to access, correct or update their personal information can do so by contacting Momentum in one of three ways:

1. by writing to Momentum at Level 2 / 26-32 Pyrmont Bridge Road | Pyrmont, NSW 2009;
2. by emailing Momentum at [Jeremy@momentumww.com.au](mailto:Jeremy@momentumww.com.au); or
3. by telephoning Momentum at +61 02 8333 0000.

Momentum will allow for its records containing personal information to be accessed by the individual, subject to some exceptions permitted by law. Momentum will also provide access in the manner that has been requested (e.g. by providing photocopies or allowing a file to be viewed), provided it is reasonable and practicable to do so. Momentum may however charge a fee to cover our reasonable costs to locate the requested information and provide it to the individual lodging the request.

If a request has been lodged by an individual for Momentum to update or correct their personal information, or if Momentum is satisfied that the personal information we hold is inaccurate, out of date, incomplete, irrelevant or misleading, Momentum will take reasonable steps to correct that information to ensure that the information is accurate, up to date, complete, relevant and not misleading; having regard for the purpose for which it has been collected and held.

Momentum will endeavor to respond to lodged requests for access of personal information as soon as practicably possible and will correct the individuals personal information in a practicable timeframe and in accordance with the Privacy Act.

### **/COMPLAINTS**

Individuals wishing to lodge a complaint about the way in which Momentum has collected or handled their personal information are encouraged to do so in writing to the following address:

Privacy Officer  
Momentum Worldwide Pty Limited  
Level 2/26-32 Pyrmont Bridge Road  
Pyrmont, NSW 2009  
Australia

Momentum's Privacy Officer will endeavor to take any steps necessary to resolve your complaint in as timely a manner as is practicable.

### **/FURTHER INFORMATION**

Please contact Momentum's Privacy Officer if you have any queries about the personal information that Momentum holds, or the way in which Momentum handles that personal information. Our contact details for privacy queries are set out below.

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#### **/CHANGES TO OUR POLICY**

Momentum may amend this policy from time to time. The current version will be made available on our website and a copy may be obtained free of charge from our Privacy Officer.