

## ICON PRIVACY POLICY

ICON care about your privacy and rights. This policy outlines our ongoing obligations to you regarding how we manage your Personal Information. This policy sets out how we, (BMM Productions, ICON Model and ICON Management ("ICON")) collect, use, disclose and manage your personal and sensitive information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information. A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner.

### What is Personal Information?

According to the Privacy Act 1988 (Cth) personal information, generally is information or an opinion from which your identity is apparent or can be reasonably ascertained.

### Types of Personal Information we might collect

Some examples of Personal Information we collect might include names, addresses, email addresses, phone and facsimile numbers. This policy relates to anyone who engages or is engaged by ICON, not those employed directly by ICON as employees.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone and facsimile, by email, via our website [www.iconmanagement.com.au](http://www.iconmanagement.com.au), from your website, from media and publications, from other publicly available sources.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to prospective clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

### Types of sensitive information we might collect

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

### Disclosure of Personal Information

Your Personal Information may be disclosed in a few circumstances including the following:

*For clients and talent*

- (i) *The purposes for which we may use and disclose your personal information will depend on the services we are providing you. For example, if you have engaged us to deliver a service, we may disclose information about you to service providers where this is relevant to our services.*

## ICON PRIVACY POLICY

- (ii) *We may use and disclose your personal information to perform a contract entered into or negotiated on your behalf, or to perform services for you.*

(b) *For customers and participants*

*If you are a customer or participant in an event, we may disclose your personal information to our clients and venues where this is reasonably necessary for, and relevant to, the delivery of the event. We may use images or audio-visual recordings which identify you for promotional purposes where you would reasonably expect this to occur.*

(c) *Disclosure to contractors and other service providers*

*We may disclose information to third parties we engage in order to provide our services, including contractors and service providers used for data processing, data analysis, customer satisfaction surveys, information technology services and support, website maintenance/development, printing, archiving, mail-outs, and market research.*

*Personal information may also be shared between related and affiliated companies of us located in Australia and overseas.*

*Third parties to whom we have disclosed your personal information may contact you directly to let you know they have collected your personal information and to give you information about their privacy policies.*

(d) *Use and disclosure for administration and management*

*We will also use and disclose personal information for a range of administrative, management and operational purposes. This includes:*

- (i) *administering billing and payments and debt recovery;*
- (ii) *planning, managing, monitoring and evaluating our services;*
- (iii) *quality improvement activities;*
- (iv) *statistical analysis and reporting;*
- (v) *training staff, contractors and other workers;*
- (vi) *risk management and management of legal liabilities and claims (for example, liaising with insurers and legal representatives);*
- (vii) *responding to enquiries and complaints regarding our services;*
- (viii) *obtaining advice from consultants and other professional advisers; and*
- (ix) *responding to subpoenas and other legal orders and obligations.*

(e) *Other uses and disclosures*

- (i) *We may use and disclose your personal information for other purposes explained at the time of collection or otherwise as set out in this Privacy Policy.*

## ICON PRIVACY POLICY

- (ii) *We may use and disclose your personal information where required by law.*

### **Security of Personal Information**

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification, or disclosure.

We may hold your information in either electronic or hard copy form.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

We safeguard our IT systems against unauthorised access and ensure that paper-based files are secured. We also ensure that access to your personal information within our systems is only available to our team who need to have access to do their work, and to people that you have authorised access to the information.

If a data breach occurs, such as if personal information that we hold is subject to unauthorised loss, use or disclosure, we will respond in line with the Office of the Australian Information Commissioner's Data breach notification process. We will aim to provide timely advice to you to ensure you are able to manage any potential harm or loss, financial or otherwise, that could result from the breach.

### **Marketing our products and services to you**

We may use your information to offer you products or services we believe may be of interest to you. You can notify us at any time if you no longer wish to receive marketing communications from us. We do not sell personal or sensitive information to other organisations to allow them to do this.

### **Accessing or correcting your information**

It is important to us that your Personal Information is up-to-date. We will take reasonable steps to make sure that your Personal Information is accurate and complete. If you find that the information, we have is not up-to-date or is inaccurate, please let us know as soon as practicable so we can update our records and ensure we can best represent you.

In some circumstances, we are entitled to refuse you access to your information. For example, you may not be able to access information that would reveal information about another person, is commercially sensitive material or we are prevented by law from disclosing. If this happens, we will provide you with a reason for the refusal.

### **Changes to this policy**

Updates to this Privacy Policy will happen from time to time, by posting an updated version on our website. The updated version will take effect immediately upon posting.

### **Privacy Policy Complaints and Enquiries**

If you have any queries or complaints about our Privacy Policy please contact us at: 33 George Street, The Rocks, NSW or [maria@iconmanagement.com.au](mailto:maria@iconmanagement.com.au), or 02 9976 6685.