



APPROVAL AND REVIEW

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Contact	Chief Financial & Business Capability Officer
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About this policy

Queen Victoria Market Pty Ltd (**QVM**) views the protection of an individual's privacy as an integral part of its commitment towards complete accountability and integrity in all its activities and programs.

The purpose of this privacy policy is to outline the practices adopted by QVM for the management of personal information. It is designed to give individuals an understanding of the types of personal information QVM collects, and how it is used, stored, disclosed and able to be accessed.

The policy also outlines how individuals can correct their personal information, which is held by QVM, how to make a complaint about a breach of privacy, and how complaints will be handled.

Individuals who wish to contact QVM about information privacy or their personal information can do so by contacting QVM at:

Email: info@qvm.com.au

Telephone: 03 9390 5822

Mail: Level 10, 501 Swanston Street, Melbourne VIC 3000

Individuals who would like to request a copy of this policy in an alternate form, for example suitable for the vision impaired, or individuals from a non-English speaking background, may do so by contacting QVM, and reasonable steps in the circumstances will be taken to provide the policy in an appropriate form.

This policy does not apply to employees or employee records, as the handling of employee records by a private sector employer is exempt from the Act if it is directly related to the employee's current or former employment relationship. Information about current employees of QVM is held in accordance with QVM's obligations under the *Fair Work Act 2009* (Cth). QVM reserves the right (at its discretion) to modify, amend or replace this policy from time to time to take account of new laws and technology. The modified, amended or replaced policy will be posted by QVM to its website in place of the older policy and notified to customers, suppliers, traders, stallholders, and tenants.

Privacy Act 1988 (Cth)

QVM complies with the Australian Privacy Principles (**APPs**) which form part of the *Privacy Act 1988* (Cth) (**the Act**). The Act governs how QVM collects, uses, stores and discloses the personal information of individuals, and how they may access or correct their information.

When used in this privacy policy, the term "personal information" has the meaning given to that term by the Act. That is, personal information is *"information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not, and whether the information or opinion is recorded in a material form or not"*.



Personal information can include name or address details, dates of birth, telephone numbers, email addresses, financial information such as banking details, or photographic or video material. An individual's name does not have to be included in information for it to constitute personal information. The test is whether the information considered as a whole would enable the individual to be identified.

A special category of personal information is known as "sensitive information", and can include information about race or ethnicity, political opinions or membership, religious or philosophical beliefs, professional or trade association or union membership, sexual preferences or practices, criminal records, health information and genetic/biometric information such as fingerprints. There are additional obligations for the management of sensitive information required by the Act.

What types of personal information does QVM collect?

The types of personal information that QVM collects from individuals depends on the products, services or information that QVM is requested to provide to the individual and the dealings the individual has with QVM.

QVM collects and holds personal information of applicants for employment with QVM, members of the public, customers, website users, suppliers, traders, stallholders, and tenants. QVM will only collect personal information where it is reasonably necessary for, or directly related to, one or more of its functions or activities.

Personal information collected typically includes, but is not limited to name, business name, language spoken, address (residential, postal and/or e-mail), date of birth, gender, telephone number (work, home and/or mobile), emergency contact, motor vehicle registration number, financial information such as banking details, photographic and/or video material, internet protocol (IP) addresses or geographic location information (from the QVM Parking App).

If you visit QVM then information including your image and likeness may be recorded by QVM using the CCTV system or Body Worn Cameras (**BWC**) maintained and operated by QVM.

QVM may also collect additional personal information concerning applicants for employment with QVM. The information collected can include job applications, work histories, curriculum vitae, details of salary and wages, training records, performance assessments, counselling details and personnel records.

QVM may also collect information about third parties in the context of insurance claims.



Sensitive information

QVM may also collect the following types of sensitive information only where necessary or appropriate, or where consent has been obtained:

- criminal records for recruitment and employment purposes; and
- health information which includes incident and accident reports, first aid records, workers compensation claims and documents, rehabilitation and attendance records, medical or other health service provider records, medical histories and other assessments for insurance or employment purposes.

Website users

QVM may also collect information about you when you access our website using a technology called 'cookies'. That information includes the pages viewed and the information downloaded, the IP address of the computer or mobile used to visit our website, the page from where the individual visited our website, the type of browser used, unique device identifiers and information about websites visited before the individual visited our website. You can configure your browser to disable cookies, but some parts of our website may not function properly (or at all) if cookies are disabled.

Cardholder details

QVM does not collect or store any cardholder account data. Any purchases made by an individual from QVM using QVM's website are processed by a third party provider utilising secure credit card facilities. Please refer to the third party provider's website to read more about how they handle your personal information.

How does QVM collect and hold personal information?

QVM collects information directly from individuals where reasonable and practicable to do so, however where information about you is collected from another person or organisation, it is dealt with according to the requirements of the Act.

QVM collects personal information by way of several channels or methods.



QVM generally collects personal information when you telephone QVM or interact verbally, or make contact by mail or email, register with us to create an account, become a member of our clubs or loyalty programs or when you sign up to receive marketing information. Personal information is also collected by QVM when individuals access QVM's website, make a purchase from our online store, visit our social media pages or any mobile applications (including, but not limited to the QVM Parking App) or click on our advertisements and when you complete and submit forms to QVM via QVM's website. Additionally, QVM may also collect personal information when you take part in our promotions, competitions, testimonials and surveys.

Personal information can be collected by QVM when individuals use QVM's online feedback service or make enquiries or complaints. It is collected when applications for bookings are made with QVM, for example for a stall at the market or to arrange a tour, whether these applications have been requested by QVM or not, and whether they are successful or not.

QVM's website uses "Cookies" which collect user information and data for statistical and analytic purposes.

QVM also use a CCTV system and BWC for security monitoring purposes and may collect your personal information.

Personal and business details of suppliers, traders, stallholders and tenants are collected when they interact with QVM, so that appropriate financial and business records can be maintained. Personal information of job applicants is also collected from other parties such as recruiters and social media sites during the application process (whether or not it is successful), which may also include sensitive information. Health information can be collected when circumstances require first aid to be administered, for administering sick leave or carers leave, or where injury or insurance claims arise.

QVM may also collect personal information from publicly available sources.

When personal information is collected, QVM takes reasonable steps in the circumstances to notify the individual (either at or before the time of collection, or as soon as practicable thereafter) or make them aware of certain matters. These "collection statements" are included on all forms that QVM uses to collect personal information, displayed on our website at the point of collection, or relayed via telephone when individuals provide their personal information to us.

Dealing with QVM on an anonymous or pseudonymous basis

In accordance with the Act, individuals have the option of not identifying themselves, or of using a pseudonym, when dealing with QVM in relation to a particular matter.

However, the foregoing will not apply if, in relation to the particular matter, QVM is required or authorised by or under an Australian law, or a court or tribunal order, to deal with individuals who have identified themselves, or it is impracticable for QVM to deal with individuals who have not identified themselves or who have used a pseudonym.

For example, if you are shopping for groceries online with us, or making a booking for a tour with us, or you are applying to book a stall at the market, QVM will require your personal information in order to make and administer the booking.

How does QVM use personal information?

When QVM holds your personal information, it can only be used for the particular purpose for which it was collected (known as the “primary purpose”), unless certain exceptions apply. Personal information can be used for secondary or other purposes where consent has been obtained, where it is reasonably expected to be used for a related purpose, where required or authorised by law or a Court/Tribunal order, where reasonably necessary for enforcement purposes conducted by or on behalf of an enforcement body, or where certain “permitted general situations” exist.

Permitted general situations are where circumstances exist involving serious threats to life, health or safety of any individual, or to public health or safety, suspected unlawful activity or serious misconduct, missing persons, legal or equitable claims and alternative dispute resolution processes.

QVM will take reasonable steps to make you aware of the purpose(s) for which the personal information collected from you may be used at or before the time of collection.

QVM may use the personal information (including sensitive information, if any) collected about an individual for one or more of the following purposes:

- to enable QVM to fulfil customer requests;
- to enable QVM to assess an application for a stall;
- to enable QVM to administer licences granted to stallholders;
- to assist QVM in obtaining references for prospective stallholders and tenants;



- to assist QVM in investigating possible infringement of trade marks and the offering for sale and the sale of counterfeit goods;
- to process transactions and to administer accounts;
- to enable QVM to maintain its account and records;
- to enable QVM to undertake statistical analysis, conduct market research and marketing activities;
- to assess and evaluate the use of QVM's website;
- to enable QVM to publish magazines and newsletters (both physically and online);
- to address queries and to resolve complaints about QVM or about any of the stallholders at QVM;
- to handle and to assess applications for employment with QVM (which may include seeking and obtaining national police checks and other forms of employment screening);
- to complete, manage and administer tour bookings, function and event bookings, and competitions;
- to assist QVM in obtaining professional and legal services, in order to defend claims brought against QVM and to enable QVM to pursue claims against third parties;
- to improve QVM's services, its website, its other means of communicating with current and prospective customers, stallholders, users of QVM's services and other stakeholders.

QVM may also use the information it collects to assist in QVM complying with its regulatory and statutory obligations in relation to the products and services that QVM makes available and provides to customers, to stallholders and to the general public.

QVM may use personal information, including personal information derived from CCTV and/or BWC footage it has recorded, for security and risk management purposes including incident investigation, loss prevention, claims management and litigation.

QVM may use information derived from CCTV footage (including, for example, data regarding customer behaviour trends, foot traffic patterns, visitor demographics and browsing habits) to facilitate QVM's marketing initiatives.

When does QVM disclose personal information, and who can access it?

In most circumstances, QVM is restricted in how it may disclose your personal information. Personal information can only be disclosed for the particular purpose for which it was collected (known as the "primary purpose"), unless certain exceptions apply. Personal information can be disclosed for secondary or other purposes where QVM has consent to do so, where it is reasonably expected to be disclosed for a related purpose, where required or authorised by law or a Court/Tribunal order, where reasonably necessary for enforcement purposes conducted by or on behalf of an enforcement body, or where "permitted general situations" as described above exist.

Generally, QVM will only disclose personal information collected from and about individuals to third parties on an as-needs basis and only in order to facilitate the fulfilment of one or more purposes for which the information was collected, or any secondary purpose related to the primary purpose for which QVM is permitted to disclose such information by law.



Circumstances where personal information (including sensitive information) may be disclosed broadly include compliance with statutory obligations, arranging for insurance, progressing insurance claims and meeting occupational health and safety obligations.

QVM may disclose personal information of members of the public, customers, suppliers, traders, stallholders, and tenants provided during booking processes for the purposes of fulfilling customer requests, providing personalised services, maintaining accounts and records, statistical analysis, conducting market research and marketing, and assessing and evaluating the use of our website.

Personal information may also be disclosed for stall application assessment, administration of licences, and in some circumstances in obtaining references for future tenancies. Other circumstances where it may be disclosed include complaint management, tour bookings, function and event bookings, competitions, security purposes, and administration of job applications and employment, which may include criminal record checking and employment screening. Personal information may also be disclosed by QVM in obtaining legal advice, and participating in legal proceedings.

Personal information may be given to government agencies and other individuals/organisations including Victoria Police, the Department of Justice, WorkSafe Victoria, loss adjusters, security companies, insurance companies and health service providers. It will only be disclosed to third parties where permitted by the Act, and only disclosed to QVM staff where necessary for the performance of their duties and where they are authorised to access it.

Where QVM engages third parties to provide products and/or services to QVM or to customers for QVM's products and/or services on QVM's behalf, QVM may disclose to those third parties or those third parties may be granted access to personal information (including sensitive information) QVM holds about individuals. QVM generally does not authorise those third parties to use any personal information for any purpose other than to facilitate the completion of their obligations they owe to QVM.

Without limiting the foregoing, QVM may disclose individuals' personal information to QVM's advisers, including (but not limited to) auditors, financial services and insurance companies, and to QVM's professional advisers (such as QVM's legal and accounting advisers) for them to complete their obligations owed to QVM under agreements that QVM has entered into for the purpose of undertaking or furthering its business operations and activities.



In addition, QVM may disclose de-identified statistics regarding the users of QVM's services to reputable third parties and to Government agencies primarily for the purpose of assisting QVM to improve its service offering and to meet QVM's statutory obligations.

Direct marketing

You may from time-to-time receive marketing and fundraising communications from QVM. QVM may also disclose your contact details to organisations that assist QVM with marketing or that QVM assists with fundraising, for example, Starlight Children's Foundation Australia.

If you would like to opt out of receiving marketing material, please contact QVM at info@qvm.com.au or 03 9390 5822. There will also be a simple "unsubscribe" (opt out) method in any marketing emails. If you opt out of receiving marketing material from us, QVM may still otherwise contact you in relation to our existing relationship with you other than for marketing.

In using personal information for the purpose of direct marketing, QVM will also comply with other laws relevant to marketing, including the *Spam Act 2003* (Cth), the *Do Not Call Register Act 2006* (Cth) and the *Competition and Consumer Act 2010* (Cth) (including the Australian Consumer Law).

CCTV and BWC at QVM

QVM uses CCTV surveillance systems to monitor and to record activity at the QVM site. The main purpose for which QVM uses the CCTV surveillance systems is to ensure a safe and secure environment for all members of the public (including QVM staff, stallholders and their staff, other contractors and visitors to QVM). In some instances, QVM may use BWC to record activity at the QVM site.

QVM may use CCTV and/or BWC footage recorded to personally identify you for security, risk management, loss prevention and incident investigation purposes, as outlined in this privacy policy.

QVM may also use CCTV systems to collect and analyse data regarding customer behaviour trends, including to monitor patterns of foot traffic, to analyse visitor demographics and browsing habits and to facilitate QVM's marketing initiatives. This data is aggregated and anonymous, and will not be used to personally identify any individual.



Free Wi-Fi service

QVM offers a free Wi-Fi service. If you are carrying a Wi-Fi enabled device within the range of QVM's Wi-Fi network, QVM will automatically collect location data transmitted from your device. This enables QVM to provide you with access to QVM's Wi-Fi network.

QVM may collect information about the devices within range of its Wi-Fi network, including (for example) the type of device, its ID number or "MAC address", and its movement throughout the site.

QVM will not use this information from your device to personally identify you, unless you specifically connect to QVM's free Wi-Fi network.

When an individual connects to the Wi-Fi network, QVM will collect additional information from the individual, such as the individual's name, email address, the details of the websites and/or mobile applications accessed while connected to the Wi-Fi network, and any other information which the individual volunteers to QVM.

Social media

QVM uses social networking services such as Instagram, Facebook, TikTok, YouTube, WeChat and RED in addition to traditional methods. These include responding to customer enquiries in real time and promoting the market.

QVM's use of social media sites also involves listening to social trends and issues that relate to the market. QVM uses various tools to view public social media and website commentary in which QVM's accounts may not necessarily be tagged – and engage directly with you to provide information or a better level of customer service. In doing so, QVM may temporarily collect and store your personal information.

To protect your own privacy and the privacy of others, please do not share any personal information including phone numbers and email addresses on these social media sites. Please do not share personal information about others. Any personal information collected by QVM will be handled in line with this policy.

The social networking service will also handle your personal information for its own purposes. These sites have their own privacy policies and QVM recommends that these are read in conjunction with this policy.



Disclosure of personal information overseas

QVM does not disclose any personal information to overseas recipients.

Security of personal information held by QVM

QVM takes reasonable steps to protect the security of the personal information QVM collects and holds from misuse, interference and loss.

In particular, QVM stores information using a combination of physical files and a secure electronic document management system, eDocs. Security and access protocols are maintained to protect from misuse, interference, loss, unauthorised access, modification and disclosure. Internal access controls and protocols ensure that only authorised staff can access personal information in circumstances where they are required to do so in the performance of their duties. Our IT system allows electronic file access to be tracked and audited to ensure that only authorised access to personal information has occurred.

Governance mechanisms employed by QVM to ensure the appropriate management of personal information include maintaining a designated process to manage personal information, our internal legislative compliance manual, audit programs, staff bulletins and training programs. QVM is committed to conducting a Privacy Impact Assessment for any new project where personal information will be handled, or where a significant change to information handling procedures is proposed.

QVM will take reasonable steps to destroy or de-identify personal information when it is no longer required for the purposes for which it was collected, unless retention is required by law or a court/tribunal order.

QVM regularly reviews and updates its physical and data security measures in light of current technologies.

Unfortunately, no data transmission over the Internet or over mobile data and communications services can be guaranteed to be totally secure.

Quality of personal information held by QVM

QVM takes reasonable steps to ensure that the personal information it collects, holds, uses and discloses is accurate, up to date and complete. Information held by QVM is subject to regular reviews and audits for this purpose.



Notwithstanding the foregoing, the accuracy of the information QVM holds largely depends on the accuracy of the information supplied to QVM or which QVM collects. If at any time you discover any information QVM holds about you is inaccurate, out-of-date, incomplete, irrelevant or misleading, please contact us to correct the information.

When QVM corrects personal information that it previously disclosed to someone else, and the individual requests that QVM notify the other person of the correction, then QVM will take reasonable steps in the circumstances to give that notification unless it is impracticable or unlawful to do so. If in some circumstances QVM refuses to correct personal information as requested, it will provide the individual with a written notice that sets out the reasons for refusal, and how to complain about the refusal.

When QVM refuses to correct personal information as requested, and the individual requests QVM to add a statement to their record that the information is inaccurate, out of date, incomplete, irrelevant or misleading, then QVM will take reasonable steps in the circumstances to add the statement to the record in a manner that will make it apparent to users of the information. QVM will respond to requests to correct/update or add a statement within a reasonable period after the request is made, and will not charge the individual for the making of the request, the correction, or the adding of the statement.

QVM reserves the right to verify your identity before processing a correction request.

Requests to access or update/correct personal information

Where QVM holds personal information about an individual, that individual is entitled at any time (upon request) to access the personal information QVM holds about that individual.

Requests made by individuals to access their personal information held by QVM will generally be granted, unless certain limited circumstances apply, for example where granting access would have an unreasonable impact on the privacy of other individuals.

QVM generally will respond to requests to access personal information within a reasonable period, and will endeavour to grant access to the information in the manner requested where it is reasonable and practicable.

If access is refused, QVM will give the individual a written notice which sets out the reasons for refusal.



Please note that QVM reserves the right to verify the identity of the person making an access request, to ensure that QVM is not inadvertently disclosing personal information to an individual not entitled to access such information. Further, QVM reserves the right to redact the information QVM makes available in response to an access request, to protect the privacy of other individuals.

QVM is also entitled under the APPs to charge a reasonable fee to cover the costs QVM incurs in providing access but this is usually not required.

Complaint management

All complaints concerning breaches of the Act and APPs will be examined, and unless they are considered frivolous or vexatious, will be investigated by QVM's Chief Financial and Business Capability Officer. Complaints should be submitted in writing directly to the Chief Financial and Business Capability Officer via the contact details on page 2 of this policy.

QVM reserves the right to verify the identity of the individual making the complaint and to seek further information from the complainant about the circumstances of the complaint. QVM's Chief Financial and Business Capability Officer will promptly acknowledge your complaint and deal with it within a reasonable amount of time (generally within 30 days).

You will receive updates as to the progress of your complaint if the investigation takes longer than expected. Less complex complaints can usually be dealt with within 30 days, however more complex matters may take longer to resolve.

Where a notification of a breach of privacy, is received, QVM's Chief Financial and Business Capability Officer will take immediate steps to contain the breach, which may involve securing or quarantining personal information or QVM files which contain the personal information. A preliminary assessment will be conducted and any necessary actions taken. Where QVM is required by the Act to notify individual(s) whose personal information has been exposed as a result of the breach, QVM will comply with its statutory obligations to notify those individual(s) and the Privacy Commissioner as soon as practicable.

Where the preliminary assessment finds that the matter is complex or of a serious nature, independent investigators and/or legal advisors may be retained to assist with the investigation. All investigations will determine whether or not there appears to have been a breach of QVM's obligations under the Act. At the conclusion of the investigation, recommendations may be made as to changes to information handling practices and protocols within QVM. The complainant (or if the matter was referred by it, the OAIC) will be informed of the outcome of the investigation, any relevant findings, and any actions taken as a result.



If the complainant is not satisfied with the investigation or the outcome, they may make a further complaint to Office of the Australian Information Commissioner ("OAIC").

Office of the Australian Information Commissioner

Postal address: GPO Box 5288 Sydney NSW 2001

Phone: 1300 363 992

Email: foi@oaic.gov.au

Website: www.oaic.gov.au

CHANGE HISTORY

Date	Version	Updated By	Approved By	Change
05/04/14	2	Russell Kennedy Pty Ltd	Jan Cochrane-Harry	Updated to reflect changes in the <i>Privacy Act 1988</i> (Cth)
04/12/14	3	Kelly Green	Jan Cochrane-Harry	Updated to explain that personal information about QVM stallholders may be provided to third parties to investigate counterfeit goods and trademark infringements as per advice from Russell Kennedy Pty Ltd
30/01/17	3	Kelly Green	Kelly Green	Reviewed, no changes required
23/07/18	4	Russell Kennedy Pty Ltd	Debbie Dowling	Updated to reflect changes in the <i>Privacy Act 1988</i> (Cth)
18/09/24	5	Jeffrey Tan	Suzanna Kotsiski	Updated to reflect QVM's social media usage, update to QVM contact details, and insertion of QVM collecting IP and geographic location information via QVM's website and phone apps
30/05/25	6	Jeffrey Tan	Suzanna Kotsiski	Updated to reflect use of Body Worn Cameras (BWC) at the market
23/10/25	7	Jeffrey Tan	Suzanna Kotsiski	Annual review and updated to include users of QVM's website and ongoing alignment with the <i>Privacy Act 1988</i> (Cth)

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