

## PRIVACY POLICY

This Privacy Policy is designed to tell you what will happen to the information you provide through any form of communication with the Foundation & Friends of the Botanic Gardens (“**we**”, “**us**” and “**our**”), our related entities, or our agents or contractors. Please be sure to read this entire Privacy Policy before submitting personal information to us or our agents or contractors.

### Personal Information

This Privacy Policy concerns any personal information or sensitive information of yours which is provided to us. Personal information is defined in the *Privacy and Personal Information Protection Act 1998* (NSW) (the **Act**) as being 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. Under the Act there are exceptions to this including that personal information does not include any information about an individual who has been dead for more than 30 years and does not include any information about an individual that is contained in a publicly available publication.

Sensitive information is any personal information about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or sexual activities. We generally do not wish to be informed of a person’s sensitive information. We, in any event, will collect, use or disclose sensitive information about you only as allowed by law.

### Your consent

By providing us directly (or through others if you are under the age of 16), with your personal information, you agree with the terms of this Privacy Policy and consent to the collection, use, and disclosure of that information in accordance with this Privacy Policy, the Act as amended (including the Information Protection Principles) and other applicable privacy laws.

### About children

We will not knowingly collect information from children under the age of 16. We encourage parents to talk to their children about their use of the Internet and the information which they disclose to websites.

### Passive information collection

As you navigate through our website, certain information may be passively collected (that is, gathered without you actively providing the information) through various technologies, such as cookies and internet tags.

The website may use and combine such passively collected anonymous information to provide better services to website visitors, customise the website based on your preferences, compile and analyse statistics and trends and otherwise administer and improve the website for your use. Such information is not combined with personally identifiable information collected elsewhere on the website unless you have consented.

### How we collect your personal information

We collect personal information that is necessary for our business activities and in order to provide and develop our services. We may do this in a number of ways, including:

- directly from you, when you provide it to us or our agents or contractors;
- from publicly available resources;

- by analysing our own records of your use of our services and website; or
- from third parties who have obtained this information from publicly available resources.

We also may collect your personal information when legally required to do so under any applicable laws.

#### What personal information do we collect?

The type of personal information we collect may include your name, date of birth, address details, telephone numbers, email addresses, details of your interests, and any correspondence between you and us. The supply of this information is voluntary but if we are not provided with the personal information that we request, we may not be able to meet your request or provide our products or services to you or build a relationship with you.

#### How we may use your personal information

The personal information you provide to us may be used for a number of purposes connected with our business operations, which include to:

- verify your identity;
- identify the products and services likely to be relevant to you;
- develop and improve the quality and scope of the products and services we provide;
- facilitate provision of our products and services to you; and
- address or respond to any requests from you.

We may also use your personal information to contact you and provide you with information in order to:

- build a relationship with you, including by inviting you to events you may be interested in, arranging meetings with you and informing you of ways you can support our organisation;
- inform you of existing and proposed products and services which we provide;
- better understand your interests in us and the causes that we support; and
- seek your feedback.

You always have the right to opt-out of receiving such information. You may exercise that right by contacting us as set out below.

We may also use your personal information for purposes related to those described above which would reasonably be expected by you.

We will not use your information for purposes other than as described in this Privacy Policy unless we have your consent, or as permitted by law (including for law enforcement or public health and safety reasons).

#### Shared Database

We work closely with the Royal Botanic Gardens and Domain Trust to directly support the Royal Botanic Garden Sydney, Blue Mountains Botanic Garden Mount Tomah and the Australian Botanic Garden Mount Annan. We also collaborate with the Centennial Park and Moore Park Trust and Centennial Parklands Foundation. The personal information we collect from you may be used so that we, or our agents and contractors, can build a database of individuals who support our organisation.

The Royal Botanic Gardens and Domain Trust, the Centennial Park and Moore Park Trust, and the Centennial Parklands Foundation (together, "**our Associates**"), may access your personal information via a shared database. They may use your personal information to contact you about their products and services and to build a relationship with you, including by inviting you to events

you may be interested in, arranging meetings with you and informing you of ways you can support them. You always have the right to opt-out of receiving information from our Associates. You may exercise that right by contacting us as set out below.

#### How you may be contacted

Your personal information may be used to contact you in various ways, such as by way of direct mail, electronic mail, SMS, MMS or telemarketing.

#### Sharing your personal information

We may disclose your personal information in certain circumstances, such as where we are required or authorised by law or where you have consented to us doing so.

We also may disclose your personal information to:

- others in accordance with a request made by you;
- our related companies and business partners;
- persons engaged in providing us with professional, business, technology and corporate services, when reasonably required and including third parties such as consultants to develop and maintain our databases or assist during a particular donation campaign; and
- the Office of Environment and Heritage, New South Wales as the personnel working for us maybe employed by this Office.

When making such a disclosure we will take reasonable steps to ensure that the recipient is bound by privacy obligations.

Unless you consent, we otherwise will not disclose your personal information to third parties other than as described in this Privacy Policy.

#### Does my personal information leave Australia?

We will only send your personal information outside of New South Wales or to a Commonwealth agency:

- if we are authorised to do so by law;
- for any of the purposes set out in this Privacy Policy (but only to parties that are subject to obligations in relation to personal information no less onerous than those in this Privacy Policy);  
or
- if you have consented to us doing so

#### Access and correction

You may request access to any of the personal information we hold about you by contacting us as specified below. We reserve the right to charge a reasonable fee for the costs of retrieval and supply of any requested information.

We will take all reasonable steps to ensure that the personal information we collect, use or disclose is accurate, complete and up to date. To ensure your personal information is accurate, please notify us of any errors or changes to your personal information and we will take appropriate steps to update or correct such information in our possession.

#### Storage and security

We will take all reasonable precautions to safeguard your information from loss, misuse, unauthorised

access, modification, disclosure or destruction. We may store your files in electronic databases and paper based files and other records. We implement a range of physical and electronic security measures to protect the personal information that we hold.

You should keep in mind that no internet transmission is ever completely secure or error-free. In particular, e-mails sent to or from our website may not be secure.

#### Links to other websites

Our website may contain links or references to other websites to which this Privacy Policy may not apply. You should check their own privacy policies before providing your personal information.

#### Complaints

If you have any questions or concerns about our collection, use or disclosure of personal information, or if you believe we have not complied with this Privacy Policy or the Act, please contact us as set out below. Our Chief Executive Officer will investigate the complaint and determine whether a breach has occurred and what action, if any, to take.

We will take any privacy complaint seriously and will aim to resolve any such complaint in a timely and efficient manner.

#### How to contact us

If you wish to exercise your right to opt-out of receiving our marketing materials, or you have any questions or concerns about this Privacy Policy or our information practices (including whether and what type of health information we hold about you), please contact us at:

Foundation & Friends of the Botanic Gardens  
Attention: Database Administrator  
Mrs Macquaries Road  
Sydney NSW 2000  
Email: [foundation.friends@botanicgardens.nsw.gov.au](mailto:foundation.friends@botanicgardens.nsw.gov.au)

#### Changes to this Privacy Policy

Our Privacy Policy may change from time to time as updated on our website. Before providing us with personal information, please check this Policy on our website for any changes.

This Privacy Policy was last updated 16 April 2019.  
(rebrand August 2024)