



• Since 1973 •
AACMA

AACMA WEBSITE PRIVACY POLICY

This privacy policy applies to all Personal Information collected by the Australian Acupuncture and Chinese Medicine Association Limited [ACN 010 020 390], its subsidiaries and affiliates in Australia (collectively referred to as **AACMA, We, Us** or **Our**) via the following websites:

- the website for AACMA;¹ and
- the website for the Australasian Acupuncture and Chinese Medicine Annual Conferences. The website locations for such conferences may change from year to year²; and
- further websites under the control and direction of AACMA as developed from time to time (**Websites**).

1 What information do We collect?

The kind of Personal Information that We collect from you will depend on how you use the Websites. The Personal Information which We collect and hold about you may include:

- your email address;
- your Facebook username and password;
- your credit card details; and
- your user ID for accessing the website owner's service, or location information.

2 Types of information

The *Privacy Act 1998* (Cth) (**Privacy Act**) defines types of information, including Personal Information and Sensitive Information.

a) Personal Information

Personal Information means information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (i) whether the information or opinion is true or not; and
- (ii) whether the information or opinion is recorded in a material form or not.

If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "Personal Information" and will not be subject to this Website Privacy Policy.

b) Sensitive Information

Sensitive Information is defined in the Privacy Act as including 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.

¹ The website for the Australian Acupuncture and Chinese Medicine Association is located at <https://www.acupuncture.org.au>.

² The website for the 2024 Australasian Acupuncture and Chinese Medicine Annual Conference is located at <https://www.aacmac.org.au/>.



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Sensitive Information will be used by Us only:

- (i) for the primary purpose for which it was obtained;
- (ii) for a secondary purpose that is directly related to the primary purpose; and
- (iii) with your consent or where required or authorised by law.

3 How We collect your Personal Information

- a) We may collect Personal Information from you whenever you input such information into the Website, related app or provide it to Us in any other way.
- b) We may also collect cookies from your computer which enable Us to tell when you use the Website and also to help customise your website experience. As a general rule, however, it is not possible to identify you personally from Our use of cookies.
- c) We generally do not collect Sensitive Information, but when We do, We will comply with the preceding paragraph.
- d) Where reasonable and practicable We collect your Personal Information from you only. However, sometimes We may be given information from a third party, in cases like this We will take steps to make you aware of the information that was provided by a third party.

4 Purpose of collection

- a) We collect Personal Information to provide you with the best service experience possible on the Website and keep in touch with you about developments in Our business.
- b) We customarily only disclose Personal Information to Our service providers who assist Us in operating the Websites. Your Personal Information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.
- c) By using Our Websites, you consent to the receipt of direct marketing material. We will only use your Personal Information for this purpose if We have collected such information direct from you, and if it is material of a type which you would reasonably expect to receive from use. We do not use sensitive Personal Information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature, such as an unsubscribe button link.

5 Security, access and correction

- a) We store your Personal Information in a way that reasonably protects it from unauthorised access, misuse, modification or disclosure. When We no longer require your Personal Information for the purpose for which We obtained it, We will take reasonable steps to destroy and anonymise or de-identify it. However, most of the Personal Information that is stored in Our client files and records will be kept until we fulfill Our record keeping obligations.
- b) The Australian Privacy Principles (**APP**):
 - (i) permit you to obtain access to the Personal Information We hold about you in certain circumstances (**APP 12**); and
 - (ii) allow you to correct inaccurate Personal Information subject to certain exceptions (**APP 13**).



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- c) Where you would like to obtain such access, please contact Us in writing on the contact details set out at the bottom of this privacy policy.

6 Complaint procedure

- a) If you have a complaint concerning the manner in which We maintain the privacy of your Personal Information, please contact Us on the contact details set out at the bottom of this Website Privacy Policy.
- b) All complaints will be considered by *Our Privacy Officer* and We may seek further information from you to clarify your concerns. If We agree that your complaint is well founded, We will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner (**OAIC**).

7 Overseas transfer

Your Personal Information may be transferred overseas or stored overseas for a variety of reasons. It is not possible to identify each and every country to which your Personal Information may be sent. If your Personal Information is sent to a recipient in a country with data protection laws which are at least substantially similar to the APP, and where there are mechanisms available to you to enforce protection of your Personal Information under that overseas law, We will not be liable for a breach of the APP if your Personal Information is mishandled in that jurisdiction. If your Personal Information is transferred to a jurisdiction which does not have data protection laws as comprehensive as Australia's, We will take reasonable steps to secure a contractual commitment from the recipient to handle your information in accordance with the APP.

8 GDPR

In some circumstances, the European Union General Data Protection Regulation (**GDPR**) provides additional protection to individuals located in Europe. The fact that you may be located in Europe does not, however, on its own entitle you to protection under the GDPR. Our Website does not specifically target customers located in the European Union and We do not monitor the behaviour of individuals in the European Union, and accordingly the GDPR does not apply.]

9 How to contact Us about privacy

If you have any queries, or if you seek access to your Personal Information, or if you have a complaint about Our privacy practices, you can contact Us as follows:

- *Name of AACMA Privacy Officer:* Paul Stadhams
- *Street address:* Suite 6A, 50-56 Sanders Street UPPER MOUNT GRAVATT QLD 4122; or
- *Postal Address:* PO Box 6254 UPPER MOUNT GRAVATT QLD 4122
- *Email address:* ceo@acupuncture.org.au
- *Telephone number:* +61 7 3457 1800

This Website Privacy Policy was last updated on September 3rd 2024.