



Title:	DATA PROTECTION AND PRIVACY POLICY	
Version # & Date:	GOVPOL011.0	11 December 2023
Authorising Level:	Board of Directors	

Our Commitment to Your Privacy

Your privacy is very important to the Australian College of Midwives (ACM). As part of the normal operation of the ACM's website, the ACM may collect certain information from you. This privacy policy details what information the ACM collects, how it uses that information and what your rights are regarding any information collected by ACM. The ACM is also subject to certain requirements of applicable Australian, United States and Canadian law and strives to meet the requirements of the Australian Privacy Principles and the applicable United States and Canadian privacy laws.

The ACM sustains your right to non-discrimination with respect to the exercise of your rights under this policy all applicable law.

Your information and Your Right to Privacy

You can elect to provide the ACM with as much or as little information as you choose although the ACM requires a minimum set of information from you in order to provide you with access to the ACM's website. What you provide is your choice.

The ACM will under no circumstances sell, rent, release, disclose, disseminate, make available, transfer or otherwise communicate orally, in writing, or by electronic or other means, your personal information to a third party for monetary or other valuable consideration. The ACM has partnerships with commercial organisations and those partners will, from time to time, request that the ACM send information to people on the ACM database as part of the partnership. Any ACM or partner information is sent by the ACM and data is not provided to any third party unless required by law.

The ACM may disclose personal information to the following service providers to satisfy standard operating procedures of the ACM and to the best of its knowledge, the ACM has entered into written contracts with those service providers to limit the use of personal information by those service providers to the business purpose of those contracts:

- IT and website service providers
- Marketing and communications agencies
- Agencies that conduct member surveys or pre-polls on our behalf
- Mailing houses
- Printers that print and distribute our publications and marketing material.

The ACM will update the above list of service providers as and when required and from time to time.

By using the ACM's website and the ACM's services (as defined below), you acknowledge and accept that the ACM will use your personal data as set out in this privacy policy. If you do not accept this policy, please immediately stop using the ACM's website and/or the ACM's services or any part of them. In these circumstances, you will not be able to register or purchase anything further using the ACM's website.

For the purposes of the clause above, the ACM's services are defined as the services provided by the ACM in relation the following areas:

- ACM's Membership
- Professional Development Education materials
- Conference related activities
- ACM's Resource materials
- Employment via vacancy advertising
- Membership benefits via third party providers

The ACM is the controller responsible for your personal data. It has appointed a privacy officer who is trained and is responsible for overseeing issues of privacy. If you have any questions about this privacy policy, including requests to exercise your legal rights relating to this policy, please contact the privacy officer at helen.white@midwives.org.au. Records of your requests will be maintained by the ACM.

The ACM's website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. The ACM do not control these third-party websites and are not responsible for their privacy statements. The ACM strongly recommends you read the privacy policy of every website you visit.

The ACM adheres to the principles set out in data protection law when handling personal information and data. These principles require personal information and data to be:

- Processed lawfully, fairly and in a transparent manner.
- Collected and used only for specified, explicit and legitimate purposes that are compatible with previously disclosed purposes, unless first providing you with notice and obtaining your consent otherwise. The limited sensitive information collected by the ACM under this Privacy Policy will not be used or disclosed for a secondary purpose unless the secondary purpose is directly related to the primary purpose of collection and within your reasonable expectations.
- Adequate, relevant and limited in collection to what is necessary and in relation to the purposes for which it is processed.
- Accurate and, where necessary, kept up to date.
- Not kept in a form which permits identification of data subjects for longer than is necessary for the purposes for which the data is processed.
- Processed in a manner that ensures its security using appropriate technical and organisational measures to protect against unauthorised or unlawful processing and against accidental loss, destruction or damage.
- Not transferred to another country without appropriate safeguards being in place
- Made available to data subjects and to allow data subjects to exercise certain rights in relation to their personal data.

The ACM is also responsible and accountable for ensuring that it can demonstrate compliance with the data protection principles listed above.

Collecting Information

The ACM may collect, use, store and transfer different kinds of personal data about you. It collects and process personal data about you when you:

- Access and use the ACM's website and the ACM's services.
- Register an account on the ACM's website.
- Leave a comment on the ACM's website.
- Place an advertisement on the ACM's website.
- Buy a product through the ACM's website.
- Make an enquiry about a particular product on the ACM's website.
- Submit a general enquiry to the ACM's website.
- Enter a competition on the ACM's website or otherwise with the ACM.
- Subscribe to the ACM's digital newsletter.
- Leave your feedback or review on the ACM's website.
- Manage your marketing preferences with the ACM.
- Make a payment through the ACM's website.

In addition to the other information mentioned in this policy, the ACM may hold the following information about you:

- Name, address, telephone number(s)
- Date of birth
- Email address
- Educational qualifications
- Occupation
- Transaction details associated with services we have provided to you.
- Additional information provided by the ACM to you.
- Information you have provided to the ACM via client surveys.

The ACM will not collect any sensitive information about you such as your health information and will not use any sensitive information it may collect for the secondary purpose of direct marketing.

The ACM may also collect, use and share aggregated data such as statistical or demographic data. Aggregated data is derived from your personal data but is not considered personal data under data protection law as it does not directly or indirectly reveal your identity. For example, the ACM may aggregate data about your use of the ACM's website to calculate the percentage of users accessing a specific feature. Likewise, the ACM may aggregate data that it collects through your use of the ACM's website in order to produce certain benchmarking reports. However, if the ACM combines or connects aggregated data with your personal data so that it can directly or indirectly identify you, the ACM treats the combined data as personal data which will be used in accordance with this privacy policy.

If the ACM proposes to collect information about you that you would not reasonably expect, you will be provided with "just in time" notice when that information is collected.

The information collected by us will be retained for 7 years, being no longer than is reasonably necessary for the purposes disclosed to you in this privacy policy and otherwise.

Access to Personal Information

You have the right to access, review, correct and alter any personal information that the ACM stores about you. Should you wish to access this information please contact the ACM's privacy officer. Unless the access you request will require special steps or significant resources, there will be no charge for providing you with this access.

To request to change or correct your personal information you must login to your account with your unique login and password via the [ACM website](#).

If you would like to request for:

- specific pieces or categories of information which the ACM has collected about you.
- the sources from which that information was collected.
- the purpose for which that information was collected; or
- deletion of any parts of your information held by the ACM,

please contact the ACM's privacy officer by email helen.white@midwives.org.au.

Opt-Out

By choosing to register on the ACM website or as a member of the ACM, you may receive information from the ACM about membership, the ACM's services, partner information and offers. The ACM uses this method to communicate quickly with you. You have the right to refuse inclusion on a mailing list. You can make a request to remove your email address from a mailing list by contacting the ACM's privacy officer at helen.white@midwives.org.au.

The ACM uses your email address, your mailing address and phone number to contact you regarding administrative notices, publications, and communications relevant to your use of the ACM's website, the ACM's services and your ACM membership. If you do not wish to receive these communications, you have the ability to opt out by contacting the ACM's privacy officer at helen.white@midwives.org.au.

From time to time, the ACM arranges mailings from its partners (including corporate partners and endorsed product manufacturers/suppliers) using the contact information you have provided to the ACM. These mailings aim to provide you with information and benefits available to you.

If you do not wish to receive information from the ACM's partners, you should advise your local ACM Branch or notify the ACM's privacy officer at helen.white@midwives.org.au.

Notwithstanding the opt-out option as set out in this policy, you have the right to opt-in at any time by contacting the ACM's privacy officer by email at helen.white@midwives.org.au.

Cookies

As part of the normal operation of the ACM's website, your internet browser will be sent a "cookie" (a temporary internet file). This cookie enhances the website's functionality with features such as membership logon and electronic ordering. By itself, this cookie can only identify your computer to the ACM's server; it is not used to identify you personally.

Your personal password to access the ACM website protects your privacy. We recommend that you do not disclose, share or reveal this password to any other individual.

Change of Purpose

It is not anticipated that any information will be disclosed to overseas recipients other than those in Australia in accordance with this policy. If this were to change this page will be updated.

From time to time, the ACM may decide to collect different kinds of information. If and when this occurs, the ACM will update this privacy policy, notify you and obtain your consent.

Privacy Enquiries

You have the right to complain regarding any aspect of your privacy rights. If you have a complaint, please contact the ACM's privacy officer at helen.white@midwives.org.au.

ACM Membership

If you decide to become a member of the ACM, and we hope that you do, the ACM will ask you for additional personal details. You may also opt to provide the ACM with more information such as special interest areas you may have, where you are employed and your date of birth.

Security

Your information is stored on the ACM's server located in a secure data housing facility. While it is important to recognise that "perfect security" does not exist on the internet, the ACM is committed to using industry standard mechanisms to safeguard the confidentiality of your personal information such as firewalls, data encryption and Secure Socket Layers. In addition, the ACM has implemented reasonable security measures to detect fraudulent identity verification activity and to prevent unauthorised access to or deletion of personal information in order to minimise cybersecurity risk.

Credit Card Information

The ACM does not permanently store credit card information including anywhere on the ACM website.

ACM Members Privacy

The ACM has a strong commitment to protecting your privacy and ensuring the confidentiality and security of personal information provided to the ACM by you. As an organisation with an annual turnover of more than \$3 million, the ACM is required to comply with the Australian Privacy Act 1988 (Cth) as amended by the Privacy Amendment (Enhancing Privacy Protection) Act 2012 (Cth) and as otherwise amended from time to time, and applicable United States and Canadian privacy and data protection laws.

Information you have provided to the ACM is used to:

- Process applications and renewals and to update your ACM membership details and profile information.
- Notify ACM members and the public that you have met our requirements for credentialing (e.g. specialisation or titling)
- Provide information to consumers and others on the availability of physiotherapy services.
- Conduct market research in order to identify and analyse the ongoing needs of ACM members.
- Ensure compliance with the ACM's Constitution and Regulations
- Provide you with ACM publications and information.
- Provide you with access to and information about current and future member benefits.
- Process applications for and continue enrolment in the CPD online and face to face courses offered by the ACM.
- Provide you with the ability to advertise for job vacancies.
- Provide you with the ACM's Resource materials.

Consent / Opt-In

In accepting this privacy policy, you acknowledge and agree that:

- you consent to provide your personal information to the ACM; and
- by providing your personal information to the ACM that the ACM, its related bodies corporate and partners and each of their officers, employees, agents and contractors are permitted to collect, store, use and disclose your personal information in the manner set out in this privacy policy and in accordance with Australian, the applicable United States and Canadian privacy and data protection laws.

Automated Decision Making

The ACM does not use Automated Decision Making such as “profiling” in connection with decisions related to your work performance, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements (where your consent is automatically given).

Standards of Privacy

The ACM has established internal policies and procedures to administer this privacy policy and we provide awareness and training to our employees and privacy officers in relation to it. The ACM updates such policies and procedures to maintain the integrity and standards required.

Contact Us

Please do not hesitate to contact the ACM if you have a concern or issue in relation to how it collects, stores, uses or discloses your information and data.