

URBAN CONCEPTS PRIVACY POLICY

Urban Concepts takes its obligations under the Privacy Act 1988 seriously and we are strongly committed to protecting the privacy of information we collect. Protecting your privacy and the confidentiality of your personal information is fundamental to our business practices.

To access the Privacy Act itself, the most up-to-date compilation of the Privacy Act is available here <http://www.comlaw.gov.au/Details/C2012C00271>

This privacy statement provides an overview of Urban Concept's practices in the collection and use of personal information.

1. Manner and Purpose of Collection

Personal information is information or an opinion that identifies an individual.

Examples of personal information we collect include: names, addresses, email addresses, phone and facsimile numbers. This personal information is obtained in many ways, including interviews, correspondence, by telephone and facsimile, by email, via our website www.urbanconcepts.net.au, from registration forms at our events, and from third parties. Information regarding participation in Urban Concepts activities such as community consultation events and attendance at meetings may also be collected for record keeping purposes.

We collect your personal information for the primary purpose of providing our services to you and providing information to our clients. You may unsubscribe from our mailing/marketing lists at any time; all you need to do is let us know.

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. We will take steps to ensure that the personal information we collect is relevant, up to date and complete.

2. Sensitive Information

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 only be used by us for:

- The primary purpose for which it was obtained;
- With your consent, or where required by the law.

3. Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such case we will take all reasonable steps to ensure that you are made aware of the information provided to us by the third party.



4. Use and Disclosure

Urban Concepts collects personal information to communicate with and deliver services to you. Personal information might also be used to identify and inform you about other activities or services that may be of benefit to you. Some basic personal information may be passed on to a third party where you consent to the use or disclosure.

5. Security of Personal Information

We treat all personal information we hold about you as confidential. This applies except where disclosure of your personal information is necessary to provide our primary services, where required to do so by law or where your consent has been provided.

Your personal information is stored securely to protect it from misuse and loss and from unauthorised access, modification or disclosure.

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 will be stored in client files which will be kept by us for a minimum of 7 years.

6. Access and Correction

On request, Urban Concepts will provide you with information about you which is readily accessible and which may be lawfully provided. In order to protect your personal information, we may require identification from you before releasing such information. Your request to provide information will be dealt with in a reasonable time.

It is an important part of providing our services to you that your personal information is up to date. If you find that current personal information we hold about you is inaccurate, incomplete or out of date please contact us at your earliest opportunity so that our records can be updated.

7. Complaints

You can lodge a complaint with us about any breach of our Privacy Policy and our privacy obligations to you by contacting us.

8. Enquiries

If you have any queries about our Privacy Policy please contact our office at:

PO Box 495 Milsons Point NSW 1565

P 02 9964 9655

F 02 9964 9055

E info@urbanconcepts.net.au