

## **Introduction and Purpose**

Ficus Bridge Pty Ltd (FicusBridge) is committed to respecting the privacy of its clients and stakeholders and adheres to the Australian Privacy Principles as set out in the Privacy Act 1988 (Cth), the Privacy Amendment (Enhancing Privacy Protection) Act 2012 (Cth), and the Privacy Amendment (Private Sector) Act 2000 (Cth) (herein collectively referred to as the Privacy Act).

The Australian Privacy Principles govern the way in which we collect, use, disclose, store, secure, and dispose of your Personal Information. A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [oaic.gov.au](http://oaic.gov.au)

This Privacy Policy (Policy) outlines our ongoing obligations to you regarding the way we manage your Personal Information and/or Sensitive Information, which we may collect.

## **Overarching Policy Principles**

FicusBridge collects, utilises, and administers a range of personal information for various purposes as detailed below under ‘Use of your Personal Information.’

FicusBridge is committed to protecting the privacy of Personal Information it manages. FicusBridge recognises the essential right of individuals to have their Personal Information collected, used, and disclosed in ways that they would reasonably expect, with appropriate storage, protection, and accessibility arrangements in place.

These privacy principles are reflected in and supported by our core values and philosophies and are also reflected in this Policy, which is compliant with the Privacy Act.

FicusBridge is bound by the Privacy Act and the Australian Privacy Principles, which impose specific obligations when handling Personal Information.

FicusBridge has adopted the following principles contained as minimum standards in relation to handling Personal Information:

- Collect, use, and disclose Personal Information only for our primary purpose or a related purpose, or for another purpose with the person’s consent.
- Where possible, ensure that stakeholders are informed about why we collect the information and how we administer it.
- Store Personal Information securely, protecting it from unauthorised access.
- Provide stakeholders with access to their information and the right to seek correction.
- Respond to any data breaches by reporting them in accordance with the applicable laws.

## **What is Personal Information?**

Personal Information includes a broad range of information or opinions that could identify an individual. Examples of Personal Information we collect include (but are not limited to) names, addresses, email addresses, telephone and facsimile numbers, photographs,

and employee record information (including taxation, superannuation, banking details, medical certificates, etc.).

Some Personal Information is classified as Sensitive Information, which is defined in the Privacy Act to include information or opinions about an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union, criminal record, health information, etc.

### **How we collect Personal Information**

FicusBridge collects Personal Information from multiple sources, including:

- Directly from the individual.
- From companies about their employees, contractors, customers, and suppliers.
- For marketing purposes, from business associates, potential clients, and other third-party sources.

We may obtain Personal Information through various means: correspondence, telephone, facsimile, writing, email, web-enabled forms, social media, publications, and other publicly available sources.

Personal Information is often collected when individuals register for an FicusBridge event, newsletter, or other services.

We may collect information upon registration with our services and we may collect additional information through the engagement process as required. FicusBridge may also collect information from public record and third-party sources. Information is collected in a secure platform and stored in AWS Australia, an Australian domiciled Data Centre.

We use and disclose your personal information for the purposes for which we collect it, as well as purposes that are related, where you would reasonably expect us to or otherwise as set out in this Privacy Policy.

We disclose your personal information to our third-party suppliers in confidence and in accordance with the law for the purpose of providing our services to you, conducting our business and communicating with you.

We will not use or disclose your personal information for other purposes without first seeking your consent, unless authorised or required by law. Generally, we will use and disclose your personal information for the following purposes:

- to provide services to you
- to manage any inquiries from you
- to communicate with you on industry information such as trends, updates and other related matters
- we may release information to regulatory or law enforcement authorities, if they require us to do so
- for research, reporting, analysis and benchmarking,

- we may also seek your consent to collect, manage, use your personal information for their purposes not listed above.

Within the Privacy Act 1988 provisions are made for sensitive information. Sensitive Information will be used only for the Primary Purpose, related secondary purposes, with your consent, or as required by law.

### **Use of your Personal Information**

FicusBridge undertakes to use Personal Information only in the following circumstances:

- For the primary purpose or a secondary purpose related to the primary purpose.
- For purposes subsequently agreed upon between FicusBridge and you.
- Where we have engaged third-party service providers.
- For additional purposes as authorised by law.

Sensitive Information will be used only for the Primary Purpose, related secondary purposes, with your consent, or as required by law.

We specifically use your Personal Information to provide services, communicate, tailor services and support service delivery.

### **Disclosure of your Information**

In some instances, we may disclose Personal and/or Sensitive Information to third parties, requiring them to treat your information in accordance with the Privacy Act.

These third parties may include software platforms (Microsoft, HubSpot, XERO, etc.), government agencies, auditors, insurers, legal advisors, and contractors.

### **Security of Personal Information**

FicusBridge takes reasonable steps to ensure the security of Personal Information, protecting it from misuse, loss, or unauthorised access. Personal Information is stored securely, and staff are bound by confidentiality obligations.

### **Data Breaches**

In case of a data breach, FicusBridge must report the breach to the Office of the Australian Information Commissioner and the affected individuals, in line with the Privacy Amendment (Notifiable Data Breaches) Act 2017.

### **Access and Correction**

You have the right to request access to and correction of your Personal Information.

Please contact the FicusBridge Privacy Officer at:

Email: [privacy@FicusBridge.com](mailto:privacy@FicusBridge.com)

### **Enquiries and Complaints**

Should you wish to submit a complaint we commit to acknowledging as soon as possible and resolving within 30 days subject to the nature of the complaint and in circumstances

where this is not possible, we commit to resolving a complaint in a reasonable and practical timeframe.

We may make changes to this Privacy Policy from time to time and update changes on our website. If you continue to use our services after any such changes, you will be deemed to accept and agree to such changes.

You may contact our Privacy Officer at [privacy@FicusBridge.com](mailto:privacy@FicusBridge.com) We will review your question and/or complaint and respond as soon as possible. If you are dissatisfied with our response, you may direct your complaint to the Office of the Australian Information Commissioner by email at [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au) or by telephone on 1300 363 992.