



PRIVACY POLICY

People Utopia Pty Ltd

V1. JANUARY 2024

CONTENTS

- What Is Personal Information?3
- What Information Do We Collect?3
- How Do We Collect Your Information?4
- Collecting Personal Information From Third Parties4
- How Do We Use Your Personal Information?4
- Disclosure Of Personal Information To Third Parties4
- Transfer Of Personal Information Overseas4
- How Do We Protect Your Personal Information?5
- Online Activity5
 - Cookies..... 5
 - Website and Google Analytics 5
 - LinkedIn 5
 - Facebook 5
 - Instagram..... 6
 - Direct Marketing..... 6
- Retention Of Personal Information6
- How to Access and Correct your Personal Information6
- Links to Third Party Sites6
- Enquiries and Complaints7
- How to Contact Us7



Privacy Policy

People Utopia Pty Ltd (People Utopia) values and respects the privacy of the people we deal with. People Utopia is committed to protecting your privacy and complying with the Privacy Act 1988 (Cth) (Privacy Act) and other applicable privacy laws and regulations.

This Privacy Policy pertains to the products and services offered by us, encompassing our website www.peopleutopia.com.au and social media channels. It outlines the methods of data collection, storage, usage, and disclosure essential for delivering our services and forms an integral part of our Website Terms & Conditions. It is important to note that this Privacy Policy does not extend to information submitted on external websites, even in cases where communication occurs through those sites.

This Privacy Policy (Policy) describes how we collect, hold, use and disclose your information, and how we maintain the quality and security of your information.

What Is Personal Information?

Personal information means any information or opinion, whether true or not, and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable. In general terms, this includes information or an opinion that personally identifies you either directly (e.g. your name) or indirectly.

What Information Do We Collect?

The information we collect about you depends on the nature of your dealings with us or what you choose to share with us.

The information we collect about you may include:

- name;
- mailing or street address;
- date of birth;
- email address;
- phone number;
- data relating to organisational information (Clients);
- data relating employment history, skills, experience, qualifications (Individuals); and
- if you provide goods and services as a supplier or are considering becoming one, details regarding your products, services, and pricing.

Under certain circumstances, People Utopia may need to collect sensitive information about you. This might include any information or opinion about your racial or ethnic origin, political opinions, political association, religious or philosophical beliefs, membership of a trade union or other professional body, sexual preferences, criminal record, or health information.

If we collect your sensitive information, we will do so only with your consent, if it is necessary to prevent a serious and imminent threat to life or health, or as otherwise required or authorised by law, and we take appropriate measures to protect the security of this information.

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously or by using a pseudonym. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to provide you with our services or otherwise interact with you.



How Do We Collect Your Information?

We collect your personal information directly from you when you:

- interact with us over the phone;
- interact with us in person;
- interact with us online;
- participate in surveys or questionnaires;
- attend a People Utopia event;
- subscribe to our mailing list;
- download our resources;
- purchase products; and
- apply for a position with us as an employee, contractor or volunteer.

Collecting Personal Information From Third Parties

We may also collect your personal information from third parties or through publicly available sources, for example suppliers or service providers, professional and legal advisors, law enforcement and government authorities.

How Do We Use Your Personal Information?

We use personal information for many purposes in connection with our functions and activities, including the following purposes:

- provide you with information or services that you request from us;
- deliver to you a more personalised experience and service offering;
- improve the quality of the services we offer;
- internal administrative purposes; and
- marketing and research purposes;

Disclosure Of Personal Information To Third Parties

We may disclose your personal information to third parties in accordance with this Policy in circumstances where you would reasonably expect us to disclose your information. For example, we may disclose your personal information to:

- our third party service providers;
- our marketing providers; and
- our professional services advisors;

Transfer Of Personal Information Overseas

Where we disclose your personal information to third parties overseas, we will take reasonable steps to ensure that data security and appropriate privacy practices are maintained. We will only disclose to overseas third parties if:

- you have given us your consent to disclose personal information to that third party; or
- we reasonably believe that:
- the overseas recipient is subject to a law or binding scheme that is, overall, substantially similar to the APPs; and
- the law or binding scheme can be enforced; or
- the disclosure is required or authorised by an Australian law or court / tribunal order.



How Do We Protect Your Personal Information?

People Utopia will take reasonable steps to ensure that the personal information that we hold about you is kept confidential and secure, including by:

- having a robust physical security of our premises, databases and records;
- taking measures to restrict access to only personnel who need that personal information to effectively provide services to you; and
- having technological measures in place (for example, multi-factor authentication, anti-virus software, fire walls).

Online Activity

Cookies

The People Utopia website uses cookies. A cookie is a small file of letters and numbers the website puts on your device if you allow it. These cookies recognise when your device has visited our website before, so we can distinguish you from other users of the website. This improves your experience and People Utopia's website.

We do not use cookies to identify you, just to improve your experience on our website. If you do not wish to use the cookies, you can amend the settings on your internet browser so it will not automatically download cookies. However, if you remove or block cookies on your computer, please be aware that your browsing experience and our website's functionality may be affected.

Website and Google Analytics

Our website uses [Google Analytics](#) to help us better understand visitor traffic, so we can improve our services and understand who visits our site, where they were before coming to our site and how you navigate around the site. Although this data is mostly anonymous, it is possible that under certain circumstances, we may connect it to you.

LinkedIn

We utilise LinkedIn analytics to gather insights and data related to our network, audience engagement, and professional interactions. This information helps us understand the preferences and interests of our audience on LinkedIn. We may analyse aggregate data to enhance our content, tailor our communications, and optimise our engagement strategies on the platform. Please note that our use of LinkedIn analytics is in accordance with LinkedIn's terms of service and privacy policy.

Facebook

We utilise Facebook analytics to gather insights and data pertaining to our audience's interactions with our content and engagement on the platform. This information assists us in understanding user preferences, improving content delivery, and enhancing our overall Facebook experience. Our use of Facebook analytics complies with Facebook's terms of service and privacy policy. Users have control over their privacy settings on Facebook, and they can manage their preferences regarding data sharing and visibility.



Instagram

We employ Instagram analytics to collect insights and data regarding our audience's interactions and engagements with our content on the platform. This information helps us understand user preferences, refine our content strategy, and enhance the overall Instagram experience for our audience. Our utilisation of Instagram analytics is conducted in accordance with Instagram's terms of service and privacy policy. Users retain control over their privacy settings on Instagram and can manage their preferences regarding data sharing and visibility.

Direct Marketing

We may send you direct marketing communications and information about our services, opportunities, or events that we consider may be of interest to you if you have requested or consented to receive such communications. These communications may be sent in various forms, including mail, SMS, and email, in accordance with applicable marketing laws, such as the *Australian Spam Act 2003* (Cth). You consent to us sending you those direct marketing communications by any of those methods. If you indicate a preference for a method of communication, we will endeavor to use that method whenever practical to do so.

You may opt-out of receiving marketing communications from us at any time by opting out by completing the contact us form on our contact page or by unsubscribing within the email if you have previously subscribed to our content.

Additionally, we may also use your personal information or disclose your personal information to third parties for the purposes of advertising, including online behavioural advertising, website personalisation, and to provide targeted or retargeted advertising content to you (including through third party websites).

Retention Of Personal Information

We will not keep your personal information for longer than we need to. In most cases, this means that we will only retain your personal information for the duration of your relationship with us unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations.

How To Access And Correct Your Personal Information

People Utopia will endeavor to keep your personal information accurate, complete, and up to date. If you would like to make a request to access and or correct the personal information we hold about you, you should submit a request through our website Contact Us page or by emailing info@peopleutopia.com.au and we will endeavor to respond within 3 business days.

Links To Third Party Sites

The People Utopia website may contain links to websites operated by third parties. If you access a third-party website through our website, personal information may be collected by that third party website.

We make no representations or warranties in relation to the privacy practices of any third-party provider or website and we are not responsible for the privacy policies or the content of any third-party provider or website. Third party providers and websites are responsible for informing you about their own privacy practices and we encourage you to read their privacy policies.



Enquiries And Complaints

For complaints about how People Utopia handles, processes or manages your information, please email info@peopleutopia.com.au. Note we may require proof of your identity and full details of your request before we can process your complaint.

Please allow up to 3 business days for People Utopia to respond to your complaint. If you are not satisfied with People Utopia's response to a complaint, you have the right to contact the Office of Australian Information Commissioner (www.oaic.gov.au) to lodge a complaint.

How To Contact Us

If you have a question or concern in relation to our handling of your personal information or this Policy, you can contact us for assistance as follows:

EMAIL info@peopleutopia.com.au

POST

Attention: People Utopia Privacy Officer

Address: 212, 83 Robertson Street
Fortitude Valley QLD 4006

Document History

Version	Author	Reason	Date
1	M Stinson	Creation of Policy	January 2024