

# Privacy Policy

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In the course of carrying out our activities, Good Environmental Choice – Australia Limited (**GECA**) (ABN 27 118 766 153) (**we, us or our**), and our subsidiaries and related bodies corporate, will collect, store, use and disclose personal information. We are committed to the protection of your personal information and to compliance with applicable privacy laws.

## **PERSONAL INFORMATION**

Personal information and/or personal data (the terms commonly used in applicable privacy laws), is information or an opinion about an identified or reasonably identifiable individual, whether or not the information or opinion is true and whether or not the information is recorded in a material form.

## **TYPES OF PERSONAL INFORMATION WE COLLECT AND HOLD**

We collect and hold personal information about individuals for the provision of our products and services (including our websites and other online platforms and services) and purposes connected to those products and services.

Consistent with the provision of our products and services, the types of personal information we may collect, and hold includes:

1. *Identity and contact details* – including individuals' name, address, telephone number, email address and other documentation that relates to your identity, such as your drivers' licence, passport or other national identity documentation details;
2. *Payment details* – personal information associated with payment, bank, and card details, (please note card transactions are processed by an authorised third party and are encrypted by the acquiring bank so we will not retain any card details); and
3. *Other information* – text of communications gathered in the course of our interaction with you, including where you comment within our platforms and/or otherwise interact on live-chat, social media and emails, and other information from your interactions with us online, including cookie information, security tokens, IP address, URLs, search histories and other associated information.

## **HOW WE COLLECT AND HOLD PERSONAL INFORMATION**

We may collect personal information directly from you in the course of providing our products and services, including interviews, correspondence, from our websites and other online platforms, from media and publications, mailing lists, marketing, events, and/or directly from you, including using cookies (data files placed on your device or computer), log files and security tokens.

Personal information is held securely, is subject to various security protections and is held only for as long as the information remains relevant to the purpose for which it was collected. If you apply for an ecolabel assessment via our portal, we will collect data from you, as well as the data you provide to our Assurance Providers and assessors.

## **LINKS TO OTHER WEBSITES**

Our website may contain links to other organisations' information and websites. GECA is not responsible for the information or activities of other organisations, even if accessed via the GECA website. It is recommended that you check the privacy policy of websites you visit that are linked through our website.

## PURPOSES FOR WHICH WE HOLD, USE AND DISCLOSE PERSONAL INFORMATION

We will not use or disclose personal information for any secondary purpose, unless that secondary purpose is related to the primary purpose for which we have collected that information, and you would reasonably expect the disclosure in the circumstances, or unless you consent to that use or disclosure.

The purposes for which we collect, hold, use and disclose information may include:

1. conducting our business, which includes providing our services, undertaking our assessment activities, issuing trademark licences, enabling grant or funding arrangements, and/or the services of a third party, to you;
2. to communicate information about our products and services or third party products or services that may be of interest to you; and
3. to provide you with information or advertising relating to our products or services (including targeted advertisements) or marketing communications we believe may be of interest to you;
4. to improve and optimise our platforms (including our websites) and services;
5. to develop or revise new standards, or during a review, registration, and publication, for the purposes of improving GECA's service;
6. for our internal administrative, research, planning, marketing, and product development purposes; and
7. to comply with legal obligations.

We may also disclose personal information to:

8. third party partners who help us fulfil and deliver our products and services to you, including our assurance providers and assessors;
9. third party technology and marketing partners, including but not limited to Facebook (including for their custom audience and lookalike audience tools), Amazon Web Services and Google (including Google Analytics) and other technology, customer relationship management, and marketing, service providers;
10. third party organisations involved in grants or funding arrangements; and
11. third party organisations who are involved with us in any consultancy, training or education services regarding certification or authentication.

The disclosure set out above includes disclosure of your personal information to our third party partners when you engage with our websites and any products and services that are associated with, fulfilled by, and/or in partnership with, such partners. These partners may contact you directly, and their use of your personal information and/or any queries you have about the personal information they hold and how they are using it, will be governed by their privacy policy. It is your sole responsibility to review such privacy policies.

## CHANGES TO THIS PRIVACY POLICY

We will review and update this Privacy Policy from time to time as needed without notice. Therefore, you should review the terms of this policy periodically to make sure that you are aware of how we collect, hold, store and use personal information.

## ACCESS AND CORRECTION

We will take all reasonable steps to ensure any personal data we collect, use or disclose is up to date and accurate. If you believe personal information that we hold about you is not up to date or accurate, you may ask us to correct it.

You may ask us to provide you with details of the personal information we hold about you, and copies of that information. We will respond to your request and attempt to provide you with the data within 30 days of receipt of your request.

If we provide you with copies of the information you have requested, to the extent permitted by law, we may charge you a reasonable fee to cover the administrative costs of providing you with that information.

Please direct all request for access and correction to [info@geca.org.au](mailto:info@geca.org.au).

## OVERSEAS DISCLOSURE

We may disclose personal information to overseas entities, including third party partners as described above.

## COMPLAINTS

If you consider a breach of the Privacy Act 1988 (Cth) has occurred, you may direct your query to our Privacy Officer using the details set out below and we will attempt to resolve your complaint.

If you do not consider our response satisfactory, you may contact the Australian Privacy Commissioner at its website [www.oaic.gov.au](http://www.oaic.gov.au) or by telephone on 1300 363 992.

## CONTACTING US

If you have any questions about this Privacy Policy and would like further information, please contact us at [info@geca.org.au](mailto:info@geca.org.au).