



ANZMAC Privacy Policy

General Copy without Appendices

Policy owner: ANZMAC
Approver: Board of ANZMAC

Review timeframe: Bi-Annually
Next review date: July 2022

Contents

1 - Australian and New Zealand Marketing Academy ('ANZMAC') - Who we are.....	3
2 - Governing law and the Privacy principles	3
3 – Application of Policy – To whom does the policy apply?	4
4 - Purpose and Management of the Policy.....	4
5 - Purpose of Collection.....	5
6 - Source and manner of collection of information from Members or potential Members.....	5
7 - Storage and security of personal information and use of unique identifiers.....	5
8 - Access to personal information	6
9 - Correction and accuracy of personal information	6
10 – Limits on retention and use of information.....	6
11 – Disclosure of personal information including disclosure outside New Zealand	6

1 - Australian and New Zealand Marketing Academy ('ANZMAC') - Who we are

ANZMAC is a body of institutionally independent marketing professionals, whose purpose is to connect and mutually encourage Australian and New Zealand Marketing Academics and Professionals to work proactively and collegially in the following ways:

- Provide an Australia/ New Zealand network in the field of research and marketing;
- Provide a forum for research presentations and evaluations;
- Provide publication outlets for high quality research;
- Support young researchers in the marketing field;
- Foster a broad variety of methodological approaches and research issues in marketing, and encourage cross-fertilisation between approaches;
- Develop an agenda of research topics;
- Recognise contributions to the marketing discipline.

ANZMAC is governed by an Executive committee and administered by a Secretariat, whose members are subject to change. ANZMAC is owned by the members (over 300 individual and 32 institutional members).

ANZMAC's goals are to support its institutional and individual Members to achieve improved research and teaching resources within the marketing discipline.

As part of ANZMAC's strategy to achieve its purpose, ANZMAC regularly organises member events and conferences. To do so, it requires information to be gathered from its members at both individual and institutional levels at various stages of the membership process.

2 - Governing law and the Privacy principles

This policy has been drafted to comply with the New Zealand Privacy Act 1993 ('the Act'). It also incorporates recent changes to Privacy legislation via the Privacy Bill ('the Bill') which is due to come into force on 1 December 2020. The Act and the Bill comply with internationally recognised privacy obligations and standards in relation to the privacy of personal information, including the OECD Guidelines and the International Covenant on Civil and Political Rights. ANZMAC is an 'agency' as defined in section 2 (1) of the Act and sections 6 (1) and 3A of the Bill.

The 13 Privacy Principles enshrined in the Act are not materially altered in the Bill. The principles are as follows:

1. Purpose of collection of personal information.
2. Source of personal information.
3. Collection of information from subject.
4. Manner of collection of personal information.
5. Storage and security of personal information.
6. Access to personal information.
7. Correction of personal information.
8. Accuracy, etc, of personal information to be checked before use or disclosure.
9. Agency not to keep personal information for longer than necessary.
10. Limits on use of personal information.
11. Limits on disclosure of personal information.
12. Disclosure of personal information outside New Zealand.

13. Use of Unique identifiers.

The principles are the basis for:

ANZMAC's Privacy Compliance Schedule; see Appendix 1 – Please note: Appendix 1 is for ANZMAC's internal use only.

ANZMAC also provides its Institutional Members with an authority for individuals to allow disclosure of personal information to ANZMAC.

3 – Application of Policy – To whom does the policy apply?

This policy applies to all ANZMAC's Executive Committee, Secretariat and all ANZMAC Members, both individual and institutional. It will be reviewed bi-annually or on an *ad hoc* basis if and, when necessary, to ensure it remains appropriate to ANZMAC's requirements and consistent with current Australian and New Zealand legislation.

Any amendment to the policy must be approved by the Executive Committee.

Any breach of this policy by a Member of the Executive Committee, the Secretariat or any Member will not be tolerated and may lead to disciplinary action.

4 - Purpose and Management of the Policy

The purpose of this policy is to ensure all Members of ANZMAC, its Executive Committee and Secretariat and any contractors of ANZMAC are aware of the process involved in gathering personal information for use by ANZMAC and further to outline the process and procedures for procuring, storing, using, protecting and correcting any information so gathered.

The Policy operates in conjunction with ANZMAC's Privacy Compliance Schedule ('Appendix 1') which outlines best practice steps for ensuring the aims of the Policy are met. Please note as above: Appendix 1 is for ANZMAC's internal use only.

ANZMAC considers the Policy to be a living document which is subject to review bi-annually or on an *ad hoc* basis as required by legislative changes or other events which **materially** impact the policy.

ANZMAC's Policy Management Schedule; See Appendix 2 – Please note: Appendix 2 is for ANZMAC's internal use only.

5 - Purpose of Collection

ANZMAC will only collection information from it's existing or potential Members for lawful purposes connected with ANZMAC's functions. This includes but is not limited to establishing that a Member meets the Membership criteria of ANZMAC, contact information for the Member, and attendance at an ANZMAC organised event.

6 - Source and manner of collection of information from Members or potential Members

ANZMAC will only collect information directly from its individual Members, (not via an outsourced provider or third party) by lawful and unintrusive means.

Requests to Institutional Members of ANZMAC will be made on the basis that the Institutional Member must have authority via its own policies and procedures to provide that information to ANZMAC. Institutional Members will be required to confirm that they have the authority of the individuals on whose behalf they are providing the information to ANZMAC to do so (see also 8 below).

Before collecting any information from individual or institutional Member ANZMAC will take all reasonable steps to inform the Member:

- The purpose for which the information is being collected;
- The intended, recipients of the information;
- Whether provision of the information is mandatory or voluntary;
- Any consequence to the Member or potential Member of the information not being provided to ANZMAC.

7 - Storage and security of personal information and use of unique identifiers

Members of ANZMAC are issued a 3 digit Membership ID number. This number is unique to ANZMAC and bears no relation to similar identifiers provided by another agency (for example a University staff or student number). However, individuals who are Members of ANZMAC by way of an Institutional Membership may be required to provided their Identifier on a voluntary basis from that Institution for Membership management purposes.

ANZMAC ensures that all reasonable safeguards are in place to prevent loss, misuse or unintended and unauthorised disclosure of the personal information of its Members including all unique identifiers.

[ANZMAC Storage of Information Protocol](#); See Appendix 3 – Please note: Appendix 3 is privileged information for ANZMAC's internal use only.

8 - Access to personal information

Every individual and Institutional Member of ANZMAC has the right to access all personal information held by ANZMAC which identifies them. Before making any such request Institutional Members will confirm to ANZMAC that they have the authority of the individuals concerned to make such a request.

The exception to this policy is if ANZMAC is required by law to do so - for example for contact tracing purposes. In these circumstances no information shall be provided to any Government agency which is not strictly required.

9 - Correction and accuracy of personal information

Every Member of ANZMAC has the right to obtain a copy of their personal information from ANZMAC and request correction of same. Should ANZMAC choose not to make such a correction, the Member will be entitled to request ANZMAC note the Members view that the information is inaccurate, unfair or incorrect.

10 – Limits on retention and use of information

Before disclosing any Member information ANZMAC will take all reasonable steps to ensure that the information to be provided is accurate, relevant to the purpose for which it is sought (see 7 above), current and not misleading.

ANZMAC may only use the information for the purpose for which it was disclosed to the Member it was collected. For example, Membership information may only be used for specific ANZMAC events if this is disclosed when obtaining the Members information at commencement of the Membership.

ANZMAC will not retain any information for longer than is necessary for the purpose for which it was collected. For example, expired Members information will not be retained if a Member indicates they wish to terminate their Membership.

11 – Disclosure of personal information including disclosure outside New Zealand

ANZMAC may only disclose information to third parties in very limited circumstances (see 8 above), for example when required by law to do so or to uphold or enforce the law.

There are other limited circumstances in which ANZMAC's Executive Committee may consider authorising disclosure. This includes but is not limited to:

- The information will be used in a form that does not identify the person concerned;
- Disclosure is for the purpose for which the information was obtained;
- The Member concerned authorised disclosure.