

Institute of Modern Art Privacy Policy



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PURPOSE

Institute of Modern Art Limited (IMA) is an independent organization committed to providing quality exhibitions, programs, research, education and publications whilst keeping personal information of artists, collaborators, members, volunteers, staff and the public private.

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information include: names, addresses, email addresses, phone and facsimile numbers.

The IMA's primary purpose for collecting personal information is to ensure that the quality of service provided to both the artist and the public is of the highest standard possible.

The purpose of this policy is to outline the organisation's ongoing obligation in respect of how we manage personal information that flows into the workplace and more specifically how we collect, use, disclose, store, secure and dispose of such information.

POLICY

It is the obligation and responsibility of every director, supervisor, employee and volunteer of the IMA to ensure that any personal information that flows into the workplace is managed dutifully. To ensure that this occurs, the IMA has chosen to adopt the Australian Privacy Principles (APPs).

The (APPs), which are contained in schedule 1 of the Privacy Act 1988 (Privacy Act), outline how most Australian organisations (Government agencies, private sector and not-for-profit organisations, private health service providers and some small businesses) must handle, use and manage personal information. Whilst the principles are not prescriptive, each entity may need to consider how the principles apply to their own situation. The principles cover:

- the open and transparent management of personal information including having a privacy policy
- an individual having the option of transacting anonymously or using a pseudonym where practicable
- the collection of solicited personal information and receipt of unsolicited personal information including giving notice about collection
- how personal information can be used and disclosed (including overseas)
- maintaining the quality of personal information
- keeping personal information secure
- right for individuals to access and correct their personal 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.

The IMA will only collect personal / sensitive information where it is of benefit to the individual, such as:

- IMA membership
- Gallery store purchases (online or physically in the store)
- Tickets to events
- Becoming a donor / supporter

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With the individual's consent; or where required or authorised by law

PROCEDURE

The IMA collects personal information in a variety of ways including:

- Verbally
- Written – through email or letters
- Membership forms
- Online booking systems
- Online ordering
- Employee forms such as TFN, Super and Bank Account Information

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

All personal information collected from the public or members is only used for marketing purposes to let members know of upcoming events, such as sending of electronic newsletters (e-news) or advising members sales in the gallery store.

Once information is collected it is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure. This includes:

- secure databases
- encrypted online purchasing sites
- password protected computer files
- locked filing cabinets
- locked rooms (eg: archive room)
- use of a safe
- discretion around sharing of sensitive information amongst staff
- maintaining physical, technical and administrative safeguards

When Personal Information is no longer needed for the purpose for which it was obtained, the IMA will take reasonable steps to destroy or permanently de-identify your Personal Information. Such processes include:

- the shredding of personal details
- use of shredder bins to dispose of highly sensitive material
- deletion or lock down of computer files containing personal information

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To ensure the safety and privacy of personal information, information collected by the IMA guarantees will be used only for internal use by the IMA. The IMA will never on sell or distribute any personal information that it has collected.