



## **Privacy Policy**

### **Australian Livestock and Rural Transporters Association (ALRTA)**

**Effective Date: October 2024**

At the Australian Livestock and Rural Transporters Association (ALRTA), we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store, and disclose your personal information in accordance with the Australian Privacy Act 1988 (Cth) and other relevant legislation.

#### **1. Scope of This Policy**

This policy applies to all personal information collected by ALRTA, including through our website, membership services, events, communications, and partnerships.

#### **2. Information We Collect**

We may collect personal information including, but not limited to:

- Name, email address, phone number, and postal address
- Business or organisational details
- Membership details and preferences
- Payment information for memberships, events, or donations
- Communication preferences and feedback
- Website usage data (collected via cookies and analytics tools)
- Social media engagement and interactions

#### **3. How We Collect Your Information**

We collect personal information through various channels, including:

- Online forms on our website
- Membership applications and renewals

- Event registrations
- Direct communication via email, phone, or in-person
- Social media engagement
- Cookies and tracking technologies on our website
- Surveys and research initiatives
- Partner and supplier interactions

#### **4. Use of Personal Information**

We use your personal information for purposes including:

- Managing membership accounts and services
- Communicating with members and stakeholders
- Processing payments and transactions
- Sending newsletters, updates, and industry news
- Organising events and training programs
- Conducting research and surveys to improve our services
- Complying with legal and regulatory obligations
- Managing partnerships and sponsorship arrangements

#### **5. Sharing of Personal Information**

We do not sell or trade personal information. We may share information with:

- Our state associations and affiliates to provide membership benefits
- Third-party service providers for payment processing, website hosting, and communications
- Government authorities or regulators when required by law
- Event partners or sponsors (only with prior consent)
- Insurance, legal, and compliance partners when necessary

#### **6. Data Storage and Security**

We take reasonable measures to ensure your personal information is secure, including:

- Secure servers and encrypted transactions
- Access controls and authentication measures

- Regular security audits and updates
- Secure storage of physical and electronic records

## **7. Your Rights and Choices**

You have the right to:

- Access, update, or correct your personal information
- Opt-out of marketing communications at any time
- Request deletion of your personal data (subject to legal requirements)
- Withdraw consent for data collection where applicable

To exercise these rights, contact us at [office@alrta.org.au](mailto:office@alrta.org.au) .

## **8. Website Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance user experience and track website performance. You can manage cookie preferences through your browser settings.

## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our website with the revised effective date.

## **10. Contact Us**

If you have any questions about this Privacy Policy, please contact us at:

Australian Livestock and Rural Transporters Association (ALRTA)

Address: Level 3, 25 National Circuit, FORREST ACT 2603

Email: [office@alrta.org.au](mailto:office@alrta.org.au)

Phone: (02) 6247 5434

By using our services and website, you acknowledge that you have read and understood this Privacy Policy.