





# Privacy Policy

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# Privacy Policy



## APPROVAL AND REVIEW DETAILS

<b>Date</b>	<b>Description</b>	<b>Author</b>	<b>Approver</b>
23/11/2021	Review Policy	Tarjani Pilkington	Stewart Moore
07/06/2022	Review Policy	Laisa Mendonca	Melinda Watt

## DEFINITIONS

<b>Consent</b>	Refers to any freely given, specific, informed and unambiguous indication of the data subject's wishes, by a statement or by a clear affirmative action, to signify agreement to the processing of personal data relating to him or her.
<b>Data Controller</b>	Refers to the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
<b>Data Processor</b>	Refers to an entity that handles data on behalf of the data controller.
<b>Data Processing</b>	Refers to the processes, or actions, performed on personal data or on sets of personal data. These actions may or may not be by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, restriction, erasure or destruction of data.
<b>Data Subject</b>	Refers to an individual whose personal data is being collected, held or processed that can be identified directly or indirectly by the data being collected.
<b>Personal Data</b>	Any information relating to an identified or identifiable natural person ('data subject'). Identifiable personal data may include: an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
<b>Sensitive Personal Data</b>	Refers to data that is revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership; data concerning health or sex life and sexual orientation; <b>genetic data or biometric data.</b>
<b>Third Party</b>	Refers to a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.



# Privacy Policy

## 1 INTRODUCTION

**EarthCheck is the world's leading scientific benchmarking certification and advisory group for travel and tourism. As a part of our service, we collect data from businesses to provide benchmarking and certification services that support the delivery of destinations for travellers to visit.**

We understand that you care about how your personal information is used and shared and we take your privacy seriously. For this reason, we collect and use personal data only as it might be needed for us to deliver our world-class products and services.

**We can collect and process your data with your consent. In many circumstances, if we rely on your consent as our legal basis for processing your personal data, you have the right to withdraw that consent at any time. It is important to be aware, that by using or accessing our products and services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy and you consent to us collecting, using and sharing your information as stated below.**

## 2 APPLICABILITY OF THE PRIVACY POLICY

This Privacy Policy applies to the EarthCheck website, and the platform provided to its members. This Privacy Policy includes examples of the types of personal information we collect and the kinds of companies with whom we share such information.

This Privacy Policy does not apply to any third-party applications or software that integrates with the services through the EarthCheck platform, or any other third-party products, services or businesses. In addition, any separate agreements with EarthCheck members and customers will govern the delivery, access and use of the products and services provided by EarthCheck as per the signed agreement. This policy is not applicable to the submitted data for benchmarking which is used in further environmental research with affiliated institutes.

## 3 WHAT KIND OF PERSONAL DATA DO WE COLLECT?

To deliver our services effectively EarthCheck is provided with information by businesses and individuals that may include personal information. EarthCheck will collect the personal information, required for the operation of your EarthCheck product and services:

- Your Name
- Job Title & Position in your organisation
- Phone Number
- Email Address
- Location
- IP Address



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EarthCheck will only utilize this information to communicate with you for operational matters applicable to the products and services you have purchased and where you opted into our marketing and newsletter subscriptions.

EarthCheck does not collect 'sensitive personal data', as defined by the [EU General Data Protection Regulation \(GDPR\)](#).

## 3.1 How is data collected?

While updated information may be provided to EarthCheck during the course of business, the information is primarily provided by individuals in the following circumstances:

### **When registering for our products**

When registering for our product a business will nominate multiple points of contact. Information provided for these people may include name, email, phone and other similar methods of contact.

### **When registering as a subscriber to one of our newsletters**

Currently, we do not require users to become members of EarthCheck in order to have access to our free email newsletters. In order to register, you will have to supply us with your email address, and you may be required to provide additional details (name etc) to receive the newsletter.

### **When registering in a survey, competition or promotion**

EarthCheck may periodically run survey's, competitions and promotions that will require individuals to provide their contact details. Some of these details may include name, email, phone and other similar methods of contact.

### **Corporate Customers**

EarthCheck's customers are mainly corporate entities, rather than individuals. However, as part of working with these corporate entities, we process personal data relating to, but not limited to, our customer's workers and vendors. In circumstances such as these, you may provide us with the personal data of individuals who are not aware of the processing of their personal data. In these situations, we may not have direct contact with individuals whose personal data we are processing, and it may not be appropriate or feasible for us to provide them with a privacy notice that sets out how we process their personal data. We consider that the processing of this information is necessary to pursue our legitimate interests in a way which is to be expected, to comply with our legal obligations and to perform our contractual obligations to our customers.

## 4 HOW AND WHY DO WE USE INFORMATION

Data received by EarthCheck consists of two categories: EarthCheck Member Data & Personal Data.

### 4.1 EarthCheck Member Data

EarthCheck members provide quantitative and qualitative data on the performance of their business. This data is used in the following methods:



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- EarthCheck uses this to benchmark and certify members as per our service agreements;
- EarthCheck uses this data to further research, contribute to white papers on the impact of the tourism industry and provide recommendations to support Governments, Councils and sustainable destinations for travellers.

### 4.2 Personal Data

Each EarthCheck member will have delegated points of contact within member organisations. This information may be used to perform the following tasks:

#### **Registration Process**

An automated email will be distributed to the primary email address and the additional contacts provided, upon registering as a member with EarthCheck.

#### **To provide, update, maintain our Services**

If your details have been provided, we may be required to communicate with you to provide you with the customer support that has been delegated to your organisation's level of membership.

#### **Free Newsletters**

If you're a registered member of EarthCheck, we use your email address to send you free email newsletters containing selected stories, market information and links to our sites. You can select which free newsletters you would like to receive or remove yourself from our free newsletter delivery list at any time by visiting the relevant newsletters page. If there are any concerns or difficulties in doing so, individuals can contact EarthCheck on [privacy@earthcheck.org](mailto:privacy@earthcheck.org).

#### **Special Offers, Campaigns and Advertisements**

Personal details may be collected during EarthCheck Sale Campaigns for the express purpose of individual contact. We may also, from time to time, send you exclusive offers and advertisements for products or services offered by third parties. We will not disclose any of your personal information to such third parties when we do this without your explicit consent. If you do not wish to receive third party offers and advertisements, please change your settings on the relevant newsletter page.

#### **Tracking Information**

Tracking data consists of both individual and aggregated tracking information and is automatically gathered using "cookies".

## 5 HOW WE USE COOKIES

A cookie is a small data file containing information, such as a user's login name, that is written to the user's hard drive by a web server and used to track the pages visited.

Cookies used by EarthCheck are encoded and contain a unique digital signature to prevent tampering. They do not contain user passwords. The individual information gathered in this manner is used for internal purposes only, such as accessing a member's account information. We also use the information on an aggregate basis, to track the readership of stories and usage of our products,





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to analyse traffic patterns on our sites, and to provide anonymous reporting of usage for internal and external clients.

You can control your browser's settings regarding cookies by selecting "Internet Options" or "Preferences" in the menu bar of your browser. This will allow you to prevent your browser from accepting new cookies, have your browser notify you when you receive a new cookie, or disable cookies altogether. However, because cookies allow you to easily navigate our web sites without having to constantly log in using your Username and password, we recommend that you leave them turned on.

## 5.1 What can you do if you don't want cookies to be set or want them to be removed?

If you decide that you do not wish for cookies to be allowed, you have the option to change your browser settings and manage cookies accordingly. In some browsers, it is possible to change your privacy settings and manage your cookies on a site-by-site basis. This means that you have the option to deny the placement of cookies from all sites except those you indicate explicitly.

The below links are examples of popular browser manufacturers that provide help pages to assist in managing cookies when using their browser. This list is not an exclusive list of browsers, so please refer to any documentation that your browser manufacture provides if it is not listed below.

- [Google Chrome](#)
- [Internet Explorer](#)
- [Safari \(Mobile\)](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)

It is important to be aware, that if you do choose to limit the ability of websites and applications to set cookies, you may decrease your overall user experience. It may also stop you from saving customized settings, like login information.

## 6 HOW WE SHARE INFORMATION

While EarthCheck does not sell or disclose personal information about you as described above to other people or non-affiliated companies without your explicit consent, we need to share some information with certain third parties. These may include, but are not limited to:

- Core Service Providers;
- Insurers;
- IT service providers;
- Translators;
- Various professional experts, including auditors, accountants and tax advisers;
- Document management services; and
- Regulators or tax authorities.

### 6.1 Core Service Providers





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We rely on a set of external companies to provide us with services that enable our business to run efficiently. We provide the information on a confidential basis to non-affiliated companies we engage as contractors or agents to perform services for us, such as software maintenance, sending direct mail or administering a sweepstakes or contest. Information will be shared with such contractors only to the extent reasonably necessary for them to perform services on our behalf, and pursuant to confidentiality obligations.

## 6.2 Disclosures for Joint Marketing and Servicing

EarthCheck may disclose all the information we collect as described above to other companies such as direct marketers to perform marketing services on our behalf, or to financial institutions, such as banks, insurance companies and securities broker-dealers, with whom we have joint marketing agreements.

## 6.3 Disclosures Required by Law

EarthCheck will disclose required information in response to subpoenas, court orders, or legal process, from law enforcement agencies or state and federal regulators.

In the event that we sell or otherwise transfer substantially all of our assets related to any website that we own or operate and any product or service that we offer, EarthCheck will be required to disclose certain information. In that event, we will require such third party to honour our current Privacy Policy, until the third party provides you with notice of changes to our Privacy Policy and permits you to exercise any rights you may have under applicable law to limit disclosures of information about you.

# 7 YOUR PERSONAL DATA RIGHTS

Individuals located in certain countries, including the European Union, have certain statutory rights in relation to their personal data that is stored by EarthCheck. Subject to any exemptions provided by law, individuals within the European Union may have the following rights:

**1. The right to access**

The right to request copies of your personal information from us.

**2. Right to correct**

The right to have your personal information rectified if it is inaccurate or incomplete.

**3. Right to erase**

The right to request that we delete or remove your personal information where technically feasible.

**4. Right to restrict our use of your information**

The right to 'block' us from using your personal information or limit the way in which we can use it.

**5. Right to data portability**

The right to request that we move, copy or transfer your personal information.

**6. Right to object**



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The right to object to our use of your personal information including where we use it for our legitimate interests or where we use your personal information to carry out profiling to inform our market research.

## 7.1 Exercising an individual's rights on personal data

To exercise any of these rights EarthCheck offers its members the ability to correct or update online the information we collected during registration by visiting the 'My EarthCheck' page. To exercise more detailed requests individuals can contact EarthCheck on [privacy@earthcheck.org](mailto:privacy@earthcheck.org).

## 8 DATA SECURITY & RETENTION

### 8.1 Data Security

EarthCheck limits access to personal information about you to those employees whom we determine need access to that information to provide products or services to you.

To facilitate our global operations, EarthCheck data is primarily stored within secure data centre facilities located in the eastern region of Australia. For those individuals residing in the European Economic Area (EEA), this will involve the transferring of your personal information out of the EEA, to store it within our Australian data centre facilities.

EarthCheck follows generally recommended standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilisation of data encryption and physical/procedural safeguards where required. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

A registration process is completed when signing on as an EarthCheck member. This may include the creation of a username, password and/or other identification information. Any such details should be kept confidential by you and should not be disclosed to or shared with anyone. Once we receive the personal data an email is sent to the client informing that we have received their data (we specify in the email the personal data details we have received Name, role, email, etc). It also has a link to this Privacy Policy. Where you do disclose any of these details, you are solely responsible for all activities undertaken on the Sites where they are used.

By using our sites, you accept the inherent risks of providing information online and will not hold us responsible for any breach of security.

### 8.2 Data Retention

EarthCheck will retain personal data only for as long as necessary to provide the services that have been requested and thereafter for a variety of legitimate legal or business purposes. These reasons



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may vary according to required retention period or ongoing business needs. These business purposes may be if EarthCheck is:

- Required by law, contract or similar obligations applicable to our business operations;
- Preserving, resolving, defending or enforcing our legal/contractual rights; or
- Required to allow maintenance of adequate and accurate business records.

## 9 POLICY CHANGES

EarthCheck may change this policy as required to account for any new business practices or to reflect any changes in law or best practice to in relation to data protection. The date of the most recent revision will appear on this page.

If we make significant changes, we will make that clear on the EarthCheck website or other EarthCheck services, or by some other means of contact such as email, so that you are able to review the changes. If you disagree with the changes to this Privacy Policy, you should deactivate your Services account.

## 10 CONTACT US

If you have any questions, concerns or complaints about our privacy policy please send contacts us through one of the following methods:

**Phone:** +61 7 3924 4200  
**Email:** [privacy@earthcheck.org](mailto:privacy@earthcheck.org)  
**Postal:** PO Box 12149 George Street

*We will respond to all requests, inquiries or concerns within thirty (30) days.*