

Privacy Statement

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This Privacy Statement applies to the Amora Herencia Riverwalk Melbourne and to all its business activities to the extent they affect or involve the collection, use, disclosure or handling of personal information. The Amora Herencia Riverwalk Melbourne understands the importance to its clients and their customers of the discreet and confidential handling of their personal information.

It is the Amora Herencia Riverwalk Melbourne's policy to comply with the requirements of the Privacy Act 1988 and the *Australian Privacy Principles* contained in that Act in all activities of the Amora Herencia Riverwalk Melbourne involving the collection, use, disclosure and handling of personal information. In this Privacy Statement, personal information means information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.

What information do we collect?

The Amora Herencia Riverwalk Melbourne will only collect personal information that is necessary for one or more of the Amora Herencia Riverwalk Melbourne's functions or activities. Personal information will be collected by lawful and fair means and not in an unreasonably intrusive way collect information from you. For example, when you register on our website, place an order, subscribe to our newsletter or fill out an online or hard-copy form.

The Amora Herencia Riverwalk Melbourne will take reasonable steps, as soon as practical, to ensure you are aware that we have your information and how to gain access to that information and the purpose for which the information was collected. What do we use your information for? Any of the information we collect from you may be used in one of the following ways:

- To personalise your experience - your information helps us to better respond to your individual needs
- To improve our website - we continually strive to improve our website offerings based on the information and feedback we receive from you
- To improve customer service - your information helps us to more effectively respond to your customer service requests and support needs
- To process transactions - your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever,

without your consent, other than for the express purpose of delivering the purchased product or service requested.

- To send periodic emails - the email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions. However personal information about you will not be disclosed for a purpose other than the primary purpose of collection, unless we have obtained your consent to the use of that information for the secondary use, such as direct marketing. If it is not practicable to obtain your consent and you have made known to us you desire not to receive any further direct marketing communications, we will cease any direct marketing communications with you.

How do we protect your information?

The Amora Herencia Riverwalk Melbourne will take reasonable steps to protect the personal information it holds from misuse and loss and from unauthorised access, modification or disclosure. We will take reasonable steps to destroy or permanently de-identify personal information if it is no longer needed for any purpose for which the information may be used or disclosed under the *Australian Privacy Principles*.

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or we access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Database to be only accessed by those authorised with special access rights to our systems and are required to keep the information confidential. After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

Data Quality

The Amora Herencia Riverwalk Melbourne will take reasonable steps to make sure that the personal information we collect, use or disclose is accurate, is complete and up to date.

Cookies

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow it) that enables the sites or service providers systems to recognise your browser and capture and remember certain information. We use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business. If you prefer, you can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all

cookies via your browser settings. Like most websites, if you turn your cookies off, some of our services may not function properly. However, you can still place orders over the telephone or by contacting customer service.

Do we disclose any information to outside parties?

All personal information held by us cannot be accessed, except to the extent outlined by the *Australian Privacy Principles* and you will be an opportunity to correct any inaccuracies or out of date information. Occasionally, at our discretion, we may include or offer third party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. We may also release your information when compelled by law, enforce our site policies, or protect ours or other rights, property, or safety.

Identifiers

The Amora Herencia Riverwalk Melbourne will not use tax file numbers or other government-issued identifiers, other than the ABN to identify a record of personal information relating to an individual.

Anonymity

Wherever it is lawful and practicable, you will have the option of not identifying yourself when entering transactions with an organisation.

Transborder Data Flows

Personal information relating to you will not be transferred outside of Australia unless it is reasonably believed that the recipient of the information is subject to a law, binding scheme or contract which effectively upholds principals for fair handling of the information that are substantially like the *Australian Privacy Principles*, or if you consent to the transfer, as outlined in the *Australian Privacy Principles*.

Sensitive Information

Sensitive information is information or an opinion about your racial or ethnic origin, political opinions, membership of a political association, religious beliefs or affiliations, philosophical beliefs, membership of a profession or trade or organization, membership of a trade union, sexual preferences or practices, criminal record or health information. This information will be collected, used, disclosed and handled strictly as prescribed by the *Australian Privacy Principles*.

Your Consent

By using our website, unless advised otherwise you are taken to have consented to our Privacy Statement.

Changes to our Privacy Statement

If we decide to change our privacy statement, we will post those amendments on this web page.

Who do you contact about this Statement or if you have a complaint?

The Privacy Officer

Address: 649 Bridge Road, Richmond. VIC. 3121

Telephone: 03 9246 1200

Email: mel.res@amorahotels.com