



## PRIVACY POLICY – APAL data collection

### Rights to privacy

Apple and Pear Australia Limited ('APAL', 'we' or 'our') understands the importance of protecting an individual's right to privacy. This privacy policy sets out how we aim to protect the privacy of your personal information, your rights in relation to your personal information managed by us and the way we collect, use and disclose your personal information.

In handling your personal information, we are required to comply with the Privacy Act 1998 (Cth) ('Act') and any privacy principles enacted under the Act. This policy may be updated from time to time.

### Personal information

Personal information is information that identifies an individual or from which an individual's identity can reasonably be ascertained.

### Collection of information for APAL data purposes

APAL is conducting a number of data collection activities to assist industry in understanding cost of production, tree numbers and insurance costs compared to claims.

#### **Benchmarking**

Analysis will be conducted looking at financial information within a business with key focus on the following areas: labour (specifically employee activities), insurance costs (included in the Discretionary Mutual Fund (DMF) data collection), and the cost and usage of utilities such as water and energy.

#### **Tree Census**

Total production forecast and analysis will be conducted by consolidating total apple and pear tree numbers for Australia.

#### **Discretionary Mutual Fund (DMF)**

Data collected will cover the cost of current insurance policies, what the business is covered for, assets, turnover, wages and employee counts. A claim history will also be required.

#### **Customer relationship management**

Data collected will include the company profile and contacts to ensure the appropriate communications are sent to the relevant persons.

### How does APAL collect personal information?

Generally, we collect your personal information directly from you, by requesting that you provide this information when you fill out an application form or other similar document or submit information to us via our website or third-party system. There may be other occasions when we collect your personal information from other sources. We may also collect your personal information from contractors/experts engaged by APAL.

### Why do we need your personal information?

For the purpose of data collection, we, along with any subject matter experts will collect your personal information to:

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- (a) understand costs associated with running a business in the Australian apple and pear industry;
  - (b) understand the quantity and variety of trees in the ground across the country and therefore the production of each variety in relation to consumer trends;
  - (c) understand insurance costs (including claims) and coverage for Australian apple and pear growing businesses, cool store facilities and packing sheds;
  - (d) investigate an alternate risk-financing strategy that may be capable of replacing traditional insurances;
  - (e) assess the cost saving opportunity, and other benefits, and risks, that a DMF may present; and
  - (f) understand key financial and operational metrics in each business to enable thorough assessment of the current industry position.

You are under no obligation to provide your personal information to APAL and participation in the data collection projects is not compulsory. However, without receiving certain information from you, we may not be able to provide our services or the information derived from the data collection to you.

### Who do we disclose your personal information to?

We recognise data has commercial value and that an organisation's data must be kept private and confidential at all stages. Any information shared with APAL will be used for the purpose for which we collect it or where you have consented to us disclosing this information. In majority of cases the information is aggregated and individual organisations, along with their information and data, are not identifiable.

The types of organisations to which we may disclose the personal information you provide us with include:

- (a) any third-party service provider which we may engage to provide administration, process payments, technology, auditing, mailing, printing or other services;
- (b) the experts engaged by APAL, including but not limited to: Stannards Accountants and Advisors, AB Philips and KJ Risk Group;
- (c) APAL-related bodies including corporate and partner organisations, such as each state apple and pear association;
- (d) Government authorities, where required to by law; and
- (e) APAL professional advisers (including legal and accounting firms, auditors, consultants and other advisers).

### Security of your personal information

We will take reasonable steps to ensure the personal information we hold is protected against misuse, loss, unauthorised access, modification or disclosure.

We keep personal information only for as long as reasonably necessary, for the purpose it was collected, or to comply with any document retention requirements.

When data is shared it will be presented in aggregate as an industry and individual businesses will not be uniquely identified.

### Can you access the personal information that we hold about you?

Under the Act, you have a right to access your personal information collected and held by us. If at any time you would like to access or change the personal information we hold about you, opt out of us holding your personal information, or you would like more information on our approach to privacy, please let us know.

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To obtain access to your personal information, we may request that you provide us with proof of your identity. This is necessary to ensure that personal information is provided only to the correct individuals and that the privacy of others is protected.

We will take all reasonable steps to provide access to your personal information within 30 days from your request. In less complex cases, we will attempt to provide information within 14 days.

If providing you with such access requires a detailed retrieval of your personal information, a fee may be charged for the cost of such retrieval and supply of information.

### How to contact us

For further information or enquiries regarding your personal information, please contact APAL's Privacy Compliance Manager at [info@apal.org.au](mailto:info@apal.org.au) or on + 61 3 9329 3511.

### Privacy complaints

Please direct all privacy complaints to APAL's Privacy Compliance Manager. At all times, privacy complaints:

- (a) will be treated seriously;
- (b) will be dealt with promptly;
- (c) will be dealt with in a confidential manner; and
- (d) will not effect your existing obligations or the commercial arrangements between you and APAL.

The Privacy Compliance Manager will commence an investigation into your complaint. You will be informed of the outcome of your complaint following the completion of the investigation. In the event you are dissatisfied with the outcome of your complaint, you may refer the complaint to the Federal Office of the Privacy Commissioner.