



Privacy Statement

Zoos SA understands that the privacy and confidentiality of personal information is important to our members, volunteers, donors, sponsors and customers.

We have a responsibility to protect the personal information provided to us and to have measures in place that only allow for authorised and legal access and use.

Information we collect and use

Zoos SA captures statistical data to evaluate and improve the quality of the content on our digital media.

This includes the following types of information:

- number of users who visit;
- date and time of visits;
- number of pages viewed;
- how users navigate through the site; and
- user profile and interest area.

Zoos SA's website can be accessed and viewed without the need to provide personally identifiable information and no attempt is made to identify users.

Zoos SA collects personally identifiable information in the following circumstances:

- on becoming a member;
- on becoming a sponsor;
- on making a donation;
- on supplying goods and services;
- on participating in any event, program or activity (competitions, promotions and offers);
- on purchasing goods from our online shop;
- on buying tickets to our Zoos;
- on applying to volunteer;
- on subscribing to Zoo Times e-news; and
- on accessing our Wi-Fi.

The personal information collected by Zoos SA may include name, address, date of birth, occupation, telephone numbers, email address and credit card details.

Use of personal information

Zoos SA collects personal information for the purpose of fulfilling a request and/or transaction.

Zoos SA may also use this personal information to:

- provide information about Zoos SA events, programs and activities;
- promote conservation campaigns and projects led or supported by Zoos SA; and
- inform research and development of Zoos SA experiences, products and services.

If an individual does not want to receive any further information from Zoos SA, they can:

- request to opt out of future communications other than those required to fulfil the request or transaction;
- choose to unsubscribe to the email subscription, provided at the end of all e-news communications from Zoos SA;
- amend the preferences on the type of e-news communications the person wishes to receive, provided at the bottom of all end of all e-news communications from Zoos SA; and
- contact Zoos SA by email, phone or in writing (see contact details below).

Protection of information

Zoos SA takes reasonable steps to protect personal information. We use a number of technical, physical and administrative controls to minimise the risk of unauthorised access and use to information.

On-line transactions are processed through a commercial merchant gateway. Credit card details are NOT stored on the Zoos SA website.

On-line purchases made through our website are processed using a secure browser, a dedicated private connection that is inaccessible to Internet users and enhanced security features including encrypted communication between our payment gateway and merchant server.

Information and Disclosure

We do not sell personal information to third parties.

Zoos SA may disclose personal information to a third party in the following circumstances:

- when we use a specialist service to support the operation of the zoo;
- if legally required to do so; or
- if otherwise required or permitted by the *Privacy Act 1988*.

Zoos SA does not allow the use of personal information by a third party, other than for the specific purpose it was supplied to them.

Co-presentation event disclosure

In limited and clearly identified circumstances, Zoos SA may disclose personal information to co-presenters for marketing, customer service and statistical purposes to gain a better understanding of audiences.

The following conditions will be met:

- patrons will be made aware of this at the point of booking
- patrons may opt out of future marketing by the third party at any point
- the third party has no right to use of the data beyond marketing

Links to other websites

Zoos SA's website and all other on-line communications may occasionally contain links to third party websites. The content of these linked sites are not under the control of Zoos SA and are not covered by this policy.

It is the responsibility of the individual to examine the privacy policies of linked websites before disclosing any personal information.

Enquiries, requests and complaints

An individual has the right to access their personal information and to ask to make changes so that the details held by Zoos SA are accurate, up to date and complete.

Zoos SA may impose a cost for providing access to the personal information depending on the nature of the request.

If a person thinks there has been a breach of Australian privacy law by Zoos SA, they should provide details of the breach to Zoos SA.

All enquiries, requests and complaints should be directed to:

Director Corporate Services
C/- Adelaide Zoo
Frome Road
ADELAIDE SA 5000

Tel: 08 8267 3255

Fax: 08 8239 0637

Email: privacy@zoossa.com.au

We aim to promptly respond to the query, request or complaint. If the matter is not able to be resolved within three business days of receiving the written communication, we will contact the person to confirm the nature of the issue and the steps to be taken by Zoos SA to resolve the matter.