

GEMS Event Management Australia

Privacy and Data Protection Policy

1. Purpose of this Policy

This Privacy and Data Protection Policy explains how **GEMS Event Management Australia** ("GEMS", "we", "us", "our") collects, uses, stores and discloses personal information provided to us in connection with conferences, events, memberships, and related services managed wholly or in part by GEMS.

We are committed to safeguarding the privacy of our clients, delegates, speakers, sponsors, exhibitors, and website visitors.

This policy applies where GEMS is acting as a data controller and determines the purposes and means of processing personal information.

2. Compliance with Australian Privacy Law

GEMS complies with all applicable Australian privacy and data protection laws, including the **Privacy Act 1988** (Cth) and the **Australian Privacy Principles** (APPs).

Where applicable, GEMS also complies with the EU General Data Protection Regulation (GDPR) in relation to EU residents. This compliance is supported through the use of EventsAir event management software and internal privacy controls designed to align with GDPR requirements.

3. How We Collect and Use Personal Information

We may collect and process personal information including (but not limited to):

- Name, organisation, role and contact details
- Registration, accommodation, travel or dietary information
- Payment and invoicing details
- Website usage data (including IP address, browser type, and analytics data)
- Communication preferences

Personal information is collected for purposes including:

- Event and conference administration
- Registration, attendance and communication
- Marketing and promotional communications (with consent)
- Website analytics and service improvement
- Legal, accounting and compliance purposes

4. Website Usage, Cookies and Analytics

GEMS uses cookies and similar technologies to collect anonymous website usage data to improve website performance and user experience. This may include the use of Google Analytics.

Users can manage cookie preferences via browser settings. Blocking cookies may impact website functionality.

GEMS is not responsible for personal information shared in public areas such as blogs, forums or social media platforms.

5. Disclosure of Personal Information

GEMS may disclose personal information where reasonably necessary to:

- Event technology providers and registration platforms
- Accommodation, venue and logistics suppliers
- Professional advisers, insurers and auditors
- Payment service providers
- Regulatory authorities where required by law

GEMS takes reasonable steps to ensure third parties handle personal information in a manner consistent with this policy and Australian privacy laws.

6. Data Hosting and Storage

All personal information managed by GEMS in connection with its services is hosted within Australia, unless otherwise agreed in writing.

Personal information is retained only for as long as necessary to fulfil its purpose, generally for a minimum of 12 months and a maximum of 3 years, unless longer retention is required by law.

7. Data Security Measures

GEMS maintains reasonable physical, technical and administrative safeguards to protect personal information from misuse, loss, unauthorised access, modification or disclosure.

To support these safeguards, GEMS engages Falco as its managed IT service provider to assist with the security, monitoring, and resilience of its information technology systems, including cyber security controls, backup, and disaster recovery planning. Key measures include:

- Licensed and regularly updated software
- Secure cloud-based systems with Australian-hosted backups
- Firewalls, antivirus and email filtering
- Staff cyber security awareness and training
- Restricted system access based on role (least-privilege principle)
- Business continuity and disaster recovery planning

8. Data Breaches

While all reasonable steps are taken to prevent data breaches, no system is infallible. In the event of a suspected or actual data breach, GEMS will:

- Notify affected parties as soon as practicable
- Comply with the Notifiable Data Breaches (NDB) scheme
- Cooperate with relevant authorities where required

9. Individual Rights under the APPs

Under the Australian Privacy Principles, individuals have the right to:

- Access personal information held about them
- Request correction of inaccurate or outdated information
- Request anonymity or pseudonymity where practicable

- Opt in or out of direct marketing communications
- Be informed of how their personal information is used

Requests will be handled within a reasonable timeframe.

10. GDPR Rights (EU Residents)

Where applicable, EU residents also have rights including:

- Access, rectification and erasure
- Restriction or objection to processing
- Data portability
- Withdrawal of consent
- Lodging a complaint with a supervisory authority

11. Data Protection Officer

GEMS has appointed a Data Protection Officer to oversee privacy compliance.

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12. Policy Updates

This policy may be updated from time to time. The most current version will be published on the GEMS website or provided upon request.

Contact Us

If you have questions, requests, or concerns regarding this policy or your personal information, please contact:

GEMS Event Management Australia

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