

PRIVACY POLICY

Introduction

This Privacy Collection Statement for 4A Centre for Contemporary Asian Art (“4A”) (registered as Asian Australian Artists Association Inc.) lets you know what personal information of yours we collect, what we do with it, who we will disclose it to and how you can access the personal information we hold about you.

4A Centre for Contemporary Asian Art (ABN 31 013 253 308) respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) (“Privacy Act”).

For more information about the Privacy Act, the Australian Privacy Principles, and the Code, [click here](#).

1. General

4A Centre for Contemporary Asian Art is the trading name of Asian Australian Artists Association Inc. In this Privacy Policy, ‘us’, ‘we’, ‘our’ and ‘4A’ are used to refer to this entity.

2. What personal information do we collect?

We only collect personal information for purposes which are directly related to our functions and activities, such as commissioning work, organising and hosting exhibitions and events, operating and hiring out our venue, selling merchandise, seeking support and donations and adding you to our subscriber database (with your consent).

We may collect the following types of personal information:

- contact details, including name, mailing and street address, email address and telephone numbers
- financial details, including your bank account details (if we need to pay you) or payment card details or bank transfer receipt (if you need to pay us)
- your device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the Website, ad data, IP address and standard web log information
- information relating to you that you provide to us through our website, surveys or to our representatives, such as your marketing and communication preferences
- information about you contained in images and footage of you, such as photographs and films of 4A’s exhibitions, events and artist performances, and video from CCTV

cameras installed at our gallery premises (in compliance with relevant surveillance legislation)

- with your consent, your health or sensitive information, such as your vaccination status (if you are a 4A staff member or volunteer) and your dietary requirements (allowing us to ensure that our events are tailored to your needs) or
- any other personal information that may be required in order to facilitate your dealings with us.

3. When do we collect personal information?

We may collect these types of personal information directly from you when you:

- subscribe to receive news about 4A, including about upcoming exhibitions and events
- are commissioned by us to create a work or participate in our exhibition or event
- purchase tickets to our events, or to events held at our venue
- respond to an invitation to attend an exhibition or event
- attend an exhibition or event at our venue (we use basic video surveillance in our premises, including in our gallery spaces, for the security of our staff, our visitors and the artworks that we exhibit. We may also have staff photographers documenting events)
- visit an external exhibition or event hosted by us purchase merchandise from our shop
- donate to us or otherwise support us
- communicate with us through any form of correspondence, chats, email, our website, surveys or when you share information with us from social media platforms, applications, or websites
- complete on-site, online or direct marketing surveys sent out by us or a third party acting on our behalf ([see survey-specific privacy policy](#)).
- interact with our website, services, content and advertising
- apply for a job or position with us.

We may collect these types of personal information from third parties, such as:

- an individual or organisation who purchases tickets to our events or responds to an invitation to attend an exhibition or event on your behalf
- our partners, including suppliers and sponsors
- a recruitment consultant, previous employers and others who may be able to provide information to us to assist in our decision on whether or not to make you an offer of employment or engage you under a contract and/or
- our business service providers, contractors and agents, including external curators we work with, Trybooking, Eventbrite, MailChimp, Google, Meta (and its subsidiaries) and other service providers which may not be listed as time of publishing.

4. Why do we collect personal information?

We may collect, hold, use and disclose your personal information for the following purposes:

- to add you to our subscriber database to receive news about 4A, including upcoming exhibitions and events that may interest you (with your consent)
- to host and entertain you at exhibitions and events at our venue
- to facilitate the production and inclusion of artworks by you in our exhibitions and events
- to facilitate the participation of you in our exhibitions and events
- to provide you with tickets to our events, and allow you to redeem such tickets
- to provide you with merchandise you have purchased from our shop
- to seek and acknowledge support from donors, sponsors, trusts, foundations and other partners
- to arrange your attendance at external exhibitions and events which we host
- to operate, protect and optimise our business, website and social media accounts (including troubleshooting, data analysis, users' experience, testing, system maintenance, supporter, reporting)
- to keep you, our staff, and artworks on our premises secure
- to collect and recover money owed to us
- to comply with our legal and regulatory obligations, to resolve any disputes that we may have with any of our users, and enforce our agreements with third parties
- to consider your employment, internship or volunteer application.

5. Do we use your personal information for direct marketing?

Making you aware of carefully selected information about 4A, our exhibitions and our public programs is an integral part of our services. We may send you direct marketing communications in the form of emails, and other forms of communication.

You may opt-out of receiving such communications from us by contacting us using the details set out below or by using the opt-out facilities provided (e.g. an unsubscribe link).

6. To whom do we disclose your personal information?

We do not transfer your personal information to organisations who wish to use it for their own marketing promotions or other purposes.

We may disclose your personal information for the purposes described in this Privacy Policy to:

- our Board of Directors, employees and interns
- third party suppliers and service providers, including IT consultants and IT systems and cloud storage providers, social media platforms, marketing and PR providers, our banks, payment system operators
- our carefully selected sponsors and partners
- your referee(s) in connection with an employment or internship application
- anyone to whom our assets or businesses (or any part of them) are transferred and/or
- other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.

Where we do disclose your personal information, it will be on the basis that these individuals and organisations are required to keep the information confidential and secure, and they will only use the information to carry out the instructed services.

7. Disclosure of personal information outside Australia and the EU or EEA

We may disclose personal information outside of Australia and the EU or EEA (European Economic Area) to the individuals and organisations described above, including third party suppliers and service providers located in the United States and Canada.

When you provide your personal information to us, you consent to the disclosure of your information outside of Australia and the EEA. While we are not required to ensure that overseas recipients handle that personal information in compliance with Australian privacy law or The European Union General Data Protection Regulations (GDPR), we will take reasonable steps to ensure that any overseas recipient will deal with such personal information in a way that is consistent with the Australian Privacy Principles, the GDPR and this Privacy Policy. We will also use seek to include the EU Commission-approved standard contractual clauses in the form of an appropriate data transfer agreement.

8. How long will we keep your personal information?

We will retain your personal information for as long as we consider necessary to provide the relevant services and to maintain business records for tax, legal and regulatory reasons.

In the context of our research and records relating to commissioned artworks, as well as participation in exhibitions and events, we will keep this data for as long as the record is relevant to our legitimate business interest and the public interest.

We keep an archive which documents our exhibitions, performances and events. All information stored in the archive is kept securely. Information in the archive is held by 4A indefinitely consistent with our legitimate interest in documenting the history of 4A.

9. Using our website and cookies

We may collect personal information about you when you use and access our website. While we do not use browsing information to identify you personally, we make use of cookies and other similar tracking devices to store information relating to your visit such as a unique identifier, or a value to indicate where you have seen a webpage. You can disable cookies through your internet browser, but our website may not work as intended for you if you do so.

We may also use cookies to enable us to collect data that may include personal information.

We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

10. Security

We may hold your personal information in either electronic or hard copy form. We take reasonable steps to protect your personal information from misuse, interference and loss, as well as unauthorised access, modification or disclosure and we use a number of physical, administrative, personnel and technical measures to protect your personal information.

Notwithstanding these efforts, we cannot guarantee the security of your personal information held in our systems, nor that that information you supply through the internet, or any computer network is entirely safe from unauthorised intrusion, access, or manipulation during transmission. Any transmission is at your own risk, and we will not be liable for any resulting misuse of your personal data.

Our emails and website may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained.

Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ substantially from our Privacy Policy, so we encourage you to read them before using those websites.

11. Accessing or correcting your personal information, withdrawing consent

You can access the personal information we hold about you by contacting us using the contact details below. We may also need to verify your identity when you request your personal information.

If you think that any personal information we hold about you is inaccurate, please contact us and we will take reasonable steps to ensure that it is corrected. You can also request us to complete information if you believe it is incomplete.

You can also object to the collecting, use or disclosure of your personal information by us, or withdraw your consent to such processing by us, or request that we erase, restrict, or transfer your personal information to another organisation or directly to you. If you would like to make such a request, please contact us using the information below.

12. Making a complaint

If you wish to make a complaint about the way we have handled your personal information, you can contact us using the details set out below. Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within a reasonable period. If you think that we have failed to resolve the complaint satisfactorily, we will provide you with information about the further steps you can take.

You may raise a complaint with the Information Commissioner's Office (ICO) or your local regulator if you consider that we have infringed applicable data privacy laws when processing your personal data. However, we would appreciate the chance to deal with your concerns before you approach the ICO or your local regulator, so please contact us in the first instance.

13. Contact Us

For further information about our Privacy Policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the details set out below:

Attn: 4A Finance and Operations Manager
181–187 Hay Street
Haymarket NSW
Telephone +61 423 738 283
hello@4a.com.au

Privacy Policy

Version #: 02

Policy owner: Finance and Operations Manager

Date approved: 21 Nov 2024

Review date: 28 February 2025

Amendments: Phone number updated.