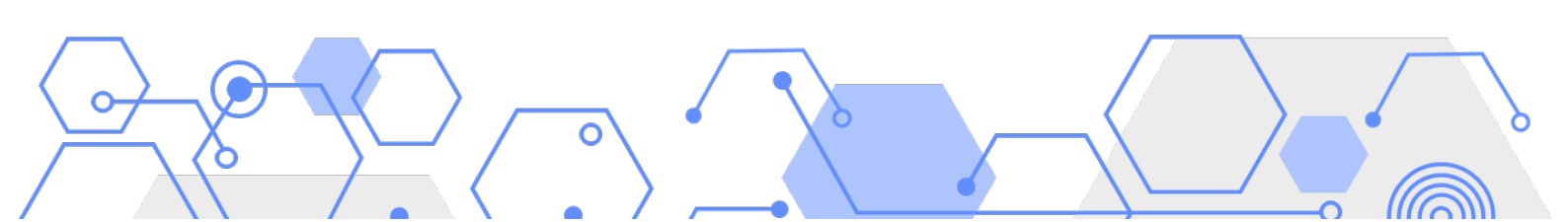


Privacy Policy

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1 Policy Details

1.1 Policy Statement

Bdna is committed to safeguarding your privacy and protecting your personal information. We strictly adhere to the Australian Privacy Principles (APPs) as defined in the Privacy Act 1988 (Cth). These principles guide how we handle your personal information throughout its lifecycle, including collection, use, disclosure, storage, security, and disposal.

For detailed information about the APPs, please refer to The Office of the Australian Information Commissioner's website at <https://www.oaic.gov.au/>.

The Privacy Act of 1988 (Cth) serves as the legal foundation that underpins our commitment to these principles. This demonstrates bdna's dedication to transparency and ensuring that you are well-informed about how we handle and safeguard your personal information during our interactions.

1.2 Policy Objectives

The objectives of our privacy policy are as follows:

- Ensure that bdna clients, potential employees and external stakeholders have a clear understanding of how we handle personal information, and our commitment to transparency and safeguarding privacy.
- Safeguarding the privacy and confidentiality of personal information, aligning with the APPs, for external points of contact.
- Upholding the highest standards of privacy protection in compliance with legal requirements.
- Fostering a secure and respectful environment that builds confidence in our commitment to privacy.

1.3 Policy Scope

This privacy policy is designed to protect the personal information that bdna collects, uses, or discloses during our business activities, including interactions with clients, potential employees and external stakeholders.

2 Personal Information Collected

2.1 What is Personal Information

“Personal information” means any information or opinion, whether true or not, and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable. In general terms, this includes information or an opinion that personally identifies you either directly (e.g. your name) or indirectly.

2.2 What Personal Information Do We Collect

Bdna ensures that the collection of personal information serves explicit and legitimate purposes directly linked to our core business activities.

We emphasise transparency by taking reasonable steps to inform individuals about the specific purposes for which their information is being collected. Consent is a fundamental aspect of our collection process, and we seek it before or at the time of information gathering, emphasising our commitment to openness and ethical data handling.

Bdna takes proactive steps to maintain the accuracy, currency, and relevance of personal information, emphasising our responsibility in safeguarding the integrity of the data we manage.

The personal information we collect about you may include:

- name
- email address
- phone number
- company name
- job title
- information contained in your CV or job application such as: date of birth; mailing or street address; personal education and employment history; Australian right to work entitlement.

2.3 How Do We Use and Disclose Personal Information

The use and disclosure of personal information acquired by bdna adheres strictly to the principles for which the information was initially collected. We respect the privacy expectations of individuals by ensuring that their personal information is utilised solely for the intended purpose(s) unless legal authorisation dictates otherwise.

We use your personal information for various purposes to better serve you and meet our business needs. Some specific examples of how we may use your personal information include:

2.3.1 To Provide You with Information or Services

We may use your personal information to fulfill your requests for information, opportunities, products, or services. For instance, if you inquire about our products or services, we will use your contact information to provide you with the requested information.

2.3.2 To Deliver a More Personalised Experience

We may use your personal information to tailor our services and communications to your preferences. This could include customising content based on your past interactions with us.

2.3.3 To Improve the Quality of the Services We Offer

Your feedback and interactions with us help us enhance and refine our services. We may use your personal information to analyse trends, conduct research, and gather insights to continually improve our offerings.

2.3.4 For Internal Administrative Purposes

Personal information is used for administrative purposes, such as managing your account, processing payments, and maintaining records related to your interactions with us. This helps us ensure the smooth operation of our services.

2.3.5 For Marketing and Research Purposes

We may use your personal information to send you marketing communications about our services, opportunities, or events that we believe may be of interest to you, based on your preferences and interactions with us. These communications may be delivered through various channels, such as email, SMS, or postal mail, in accordance with applicable marketing laws, including the Australian Spam Act 2003 (Cth). You have the option to unsubscribe from these communications at any time using the instructions provided in the communication or by contacting us directly.

2.3.6 Disclosure to Third Parties

We do not use or disclose personal information for any purpose that is unrelated to the services we provide and that you would not reasonably expect, except with consent. We have a duty to maintain the confidentiality of our clients', potential employees' and external stakeholders' information, including personal information. Our duty of confidentiality applies, except where disclosure of personal information is consented to by the client or is compelled by law.

Personal information may be disclosed to approved third parties who are also required to comply with the Australian Privacy Principles.

For example, we may disclose your personal information to:

- **Public Interest or Law Enforcement:** courts when complying with a court order, law enforcement agencies, or other legal obligations.
- **Health or Safety Emergency:** Information may be disclosed if it is necessary to prevent or lessen a serious threat to an individual's life, health, or safety.
- **Government or Regulatory Agencies:** In some cases, personal information may be disclosed to government or regulatory agencies, but this should be done in accordance with relevant laws and regulations.
- **Outsourcing and Data Handling:** Bdna may engage third party service providers (data processors) to handle personal information on our behalf. In these cases, bdna remains responsible for the security and handling of the information.

2.4 Anonymity

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously or by using a pseudonym. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to provide you with our services or otherwise interact with you.

3 How Do We Collect Your Personal Information

3.1 Collecting personal information directly from you

We may collect your personal information directly from you when you:

- interact with us in person
- interact with us over the phone
- interact with us online
- participate in surveys or questionnaires
- attend a bdna event
- via social media
- via third parties
- apply for a position with us

3.2 Collecting Through Our Website(s)

The bdna and forensic-register websites use cookies. A cookie is a small file of letters and numbers the website puts on your device if you allow it. These cookies recognise when your device has visited our websites before, so we can distinguish you from other users of the website. This improves your experience of the bdna and forensic-register websites.

We do not use cookies to identify you, just to improve your experience on our websites. If you do not wish to use the cookies, you can amend the settings on your internet browser so it will not automatically download cookies. However, if you remove or block cookies on your computer, please be aware that your browsing experience and our website's functionality may be affected.

3.3 Collecting Through Surveys

Bdna uses MS forms to conduct surveys and may collect certain personal information you provide in your survey responses, such as your name, email, job role, place of work and other information that may be relevant in the context of particular surveys.

MS Forms' privacy statement is available here: <https://privacy.microsoft.com/en-ca>

3.4 Embedded YouTube Videos

Bdna uses YouTube to host videos which are embedded on its website. Such embedded videos ordinarily use YouTube's Privacy Enhanced Mode, which prevents the use of views of embedded video content from influencing your browsing experience in general, or from personalising your YouTube browsing experience specifically. Additionally, if ads are served on a video, those ads will be non-personalised, and the view of that video will not be used to personalise advertising shown to you outside of the site.

When you play an embedded video from the bdna's website, the video and associated assets will load from the domain www.youtube-nocookie.com, and other domains associated with the YouTube player.

YouTube collects information about user activity including videos watched and interactions with content and ads. This information is not made available to bdna and is instead handled in accordance with the YouTube privacy policy.

3.5 Collecting Personal Information Through Third Parties

We may also collect your personal information from third parties or through publicly available sources, for example from

- your authorised representative, if you have one;
- applicants, complainants, respondents to a complaint, investigation, application, or data breach notification or the third parties' employees and witnesses; or
- government agencies, including State or Territory authorities, and alternative complaint bodies, where information sharing is permitted.
- external event facilitators

We collect your personal information from these third parties for varied and legitimate reasons. Some of the reasons for collecting personal information from a third party or publicly available source include:

- Marketing and advertising
- Identity verification
- Public safety and security
- Recruitment and employment
- Research and analytics

3.6 Collecting Through Social Networking Services

Bdna uses LinkedIn and YouTube to communicate with the public about its work. When you communicate with bdna using these services, bdna may collect the personal information you provide to it by engaging in that communication.

[LinkedIn](#) and [YouTube](#) each have their own privacy policies.

3.7 Collecting Human Resources Information

We are committed to ensuring the privacy and security of personal information collected or created for talent acquisition purposes. This may be collected through LinkedIn, Seek or other online Job boards and may include personal and employment information such as a CV.

We Use HubSpot Software to store data for talent acquisition purposes. Bdna is committed to safeguarding the privacy of this information and ensuring its accuracy and security. You can find Hubspot's privacy policy here: <https://legal.hubspot.com/recruiting-privacy-notice>

3.8 Direct Marketing

We may send you direct marketing communications and information about our services, opportunities, or events that we consider may be of interest to you if you have requested or consented to receive such communications.

These communications may be sent in various forms, including mail, SMS and email, in accordance with applicable marketing laws, such as the Australian Spam Act 2003 (Cth). You consent to us sending you those direct marketing communications by any of those methods. If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

3.9 Links to Third-Party Sites

Our websites may contain links to websites operated by third parties. If you access a third party website through our website(s), personal information may be collected by that third party website.

We make no representations or warranties in relation to the privacy practices of any third party provider or website and we are not responsible for the privacy policies or the content of any third party provider or website. Your interactions with third-party providers and websites are subject to their respective privacy practices, terms of use, and policies.

Third party providers / websites are responsible for informing you about their own privacy practices and we encourage you to read their privacy policies.

4 How Do We Protect Your Personal Information

Ensuring the security and confidentiality of your personal information is a top priority for us. We have implemented a range of technological measures and best practices to safeguard your data.

4.1 Data Encryption

Your personal information is transmitted and stored using encryption protocols to protect it from unauthorised access during transmission and while it resides on our servers. This encryption helps ensure that your information remains confidential and secure.

4.2 Firewalls and Intrusion Detection

We maintain robust firewalls and intrusion detection systems to prevent unauthorised access to our systems. These security measures serve as a barrier against malicious activities and potential threats.

4.3 Regular Software Updates

We stay vigilant about keeping our systems up to date with the latest security patches and updates. This helps us address vulnerabilities promptly and maintain the security of your personal information.

4.4 Access Controls

Access to your personal information is restricted to authorised personnel who require it to perform their duties effectively. We employ stringent access controls to ensure that only those with a legitimate need can access your data.

4.5 Security awareness training

Our employees undergo regular training and awareness programs to educate them about data security best practices. This ensures that our team is well-equipped to handle your personal information securely.

4.6 Security audits and testing

We conduct regular security audits and testing to identify and address potential vulnerabilities in our systems and processes. This proactive approach helps us maintain the highest standards of security.

4.7 Opt Outs

You may opt-out of receiving communications from us at any time by following the instructions to “unsubscribe” set out in the relevant communication or contacting us using the details set out in the “How to contact us” section below.

4.8 Retention of Personal Information

We will not keep your personal information for longer than we need to. In most cases, this means that we will only retain your personal information for the duration of your relationship with us unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations.

5 How to Access and Correct Your Personal Information

Bdna recognises and upholds the right of individuals to access their personal information. Individuals have the right to request corrections to ensure the accuracy of their data.

We are committed to handling such requests in strict accordance with the APPs, reinforcing our commitment to open communication and responsible data management.

6 Inquiries and Complaints

Bdna places a high priority on addressing privacy-related complaints promptly and effectively.

For complaints about how bdna handles, processes, or manages your personal information, please contact us as per below. Note we may require proof of your identity and full details of your request before we can process your complaint.

Please allow up to 7 days for us to respond to your complaint. It will not always be possible to resolve a complaint to everyone’s satisfaction. If you are not satisfied with bdna’s response to a complaint, you have the right to contact the Office of Australian Information Commissioner (at www.oaic.gov.au/) to lodge a complaint.

7 How to Contact Us

If you have a question or concern in relation to our handling of your personal information or this Policy, you can contact us for assistance as follows:

- Email: info@bdna.com.au
- Phone: 1300 236 224
- Post: Attention: bdna Privacy Officer
Level 10, 231 North Quay
Brisbane, QLD 4000

Document information

This Policy was last reviewed and updated on: 13 December 2023

Bdna may update this privacy policy from time to time. Revised versions of the bdna privacy policy will be posted here. Bdna internal reference: POL025