



Privacy Policy

Last updated: 8 April 2024

Contents

Introduction	4
Why have a policy?	4
What does the policy cover?	4
To whom does the policy apply?	4
When will it be reviewed?	4
About the City of Melbourne.....	4
City of Melbourne functions	5
Definitions	5
What is personal information?	5
What are Information Privacy Principles (IPPs)?	6
What is sensitive information?	6
What are public registers?	6
How the City of Melbourne manages information	6
Collection of personal information (IPP 1)	6
The means by which the City of Melbourne collects personal information.....	6
Types of information collected by City of Melbourne	7
Collecting personal information to carry out City of Melbourne functions or activities	7
Collection notices.....	10
Anonymity.....	10
Use and disclosure of information (Information Privacy Principle 2)	11
How City of Melbourne uses information.....	11
To whom the City of Melbourne discloses information	11
Other departments within Council	11
Other entities - where authorised or required by law	11
Data Quality (Information Privacy Principle 3)	12
Data Security (Information Privacy Principle 4)	13
How to access and correct information (Information Privacy Principle 6)	14
Unique Identifiers (Information Privacy Principle 7)	15
Anonymity (Information Privacy Principle 8)	15
Transferring information outside Victoria (Information Privacy Principle 9)	15
Sensitive Information (Information Privacy Principle 10)	16
How to make a complaint or enquiry concerning privacy.....	16
Privacy training	17
Staff training and awareness	17
Public registers	17

Responsibilities	18
Relevant legislation.....	18
Relationship of the PDPA to other laws.....	19
City of Melbourne websites	19
Links.....	19
Anonymous access to our sites.....	19
Collection and use of personal data	19
Collection and use of site visit data.....	19
Cookies.....	19
Clickstream data	20
Google Analytics.....	20
Information Regarding Your Social Networking Services ('SNS')	21
Remarketing Services (applies to What's On website).....	21
Third Parties	21
Security of your personal data	21

Introduction

The City of Melbourne views the protection of an individual's privacy as an integral part of its commitment towards complete accountability and integrity in all its activities and programs. This statement outlines Council's policies relating to the management of personal information as required by the *Privacy and Data Protection Act 2014* (PDPA).

Why have a policy?

Ten Information Privacy Principles (IPPs) underpin the PDPA. Under IPP 5, it is a requirement for a local government organisation to have a written policy about its management of personal information and to make this available to anyone who asks for it.

What does the policy cover?

This policy applies to all personal information about an individual that is collected, stored, used or disclosed by Council.

To whom does the policy apply?

This policy applies to all people working within the Council. This includes Councillors, Council officers, contracted service providers, volunteers and those on work experience.

When will it be reviewed?

This policy will be reviewed annually or following legislative change, whichever comes sooner.

About the City of Melbourne

Melbourne City Council governs the municipality of Melbourne. Our elected Council consists of a Lord Mayor, Deputy Lord Mayor and nine Councillors. The administration is made up of a Chief Executive Officer, seven general managers and more than 1600 staff.

As a Council it is our role to locally govern for all residents, visitors and ratepayers, and provide a range of programs and services that meet the needs of our community.

Our functions are prescribed by the *Local Government Act 1989* (LGA 1989) and *Local Government Act 2020* (LGA 2020). We must:

- Plan and provide services, facilities and infrastructure for the local community.
- Strategically plan and regulate land use in the municipality.
- Raise revenue so that we can perform our functions.
- Make and enforce local laws.
- Advocate and promote proposals which are in the best interests of the local community.
- Exercise, perform and discharge the duties, functions and powers of councils under the LGA 1989 and LGA 2020 and other Acts (eg *Food Act 1984*, the *Building Act 1993* and the *Public Health and Wellbeing Act 2008* etc).
- Carry out any other function relating to the peace, order and good government of the municipal district.

City of Melbourne functions

Council's main services, functions and activities include:

- animal management
- arts and cultural programs
- business and trade development
- capital works and maintenance of parks and gardens, roads, pedestrian ways, and public spaces of the city
- community health services
- elections administration under the *City of Melbourne Act 2001* (Vic)
- environment and water management
- financial planning, budgets, valuations, rates and credit control
- food safety and regulation of food premises
- international relations
- IT infrastructure
- land transfers and subdivisions
- library services
- marketing of the city and coordination of events
- maintenance of council-owned facilities, property and other assets
- management of parks, gardens and sporting facilities and services
- public safety
- recycling and waste management
- regulation of parking and traffic
- regulation of filming, trading and other activities in the streets
- services for children, youth, aged people and people with disabilities
- social planning and housing
- tourism
- urban planning and building regulation.

Definitions

What is personal information?

Personal information is defined in the PDPA as *information or an opinion (including information or an opinion forming part of a database), that is recorded in any form and whether true or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion, but does not include information of a kind to which the Health Records Act 2001 applies.*

What are Information Privacy Principles (IPPs)?

The Information Privacy Principles (IPPs) are a set of ten principles that regulate how personal information is handled. These principles underpin the PDPA.

What is sensitive information?

Sensitive information is a subset of personal information. It is defined in the PDPA as *information or an opinion about an individual's racial or ethnic origin, political opinions, membership of a political association, religious beliefs or affiliations, philosophical beliefs, membership of a professional or trade association, membership of a trade union, sexual orientation or practices, criminal record.*

What are public registers?

Public registers are documents that councils are required to make publicly available pursuant to Victorian Government legislation. These registers are:

- open to inspection by members of the public or made available on Council's website
- contain information required or permitted by legislation
- may contain personal information.

The City of Melbourne also makes available a number of non-statutory registers that may contain personal information.

A list of these registers is document in this Policy.

How the City of Melbourne manages information

The following describes the way in which the City of Melbourne manages personal information.

Collection of personal information (IPP 1)

The City of Melbourne will only collect personal information that is necessary for carrying out its functions or activities, and where reasonable and practicable, collection will be from you directly.

The means by which the City of Melbourne collects personal information

We do this in a variety of ways, including:

- during conversations between you and our representatives (face to face or via phone)
- when you access and interact with our websites, social networking sites or send messages (SMS/MMS) to us
- when you make an enquiry, provide feedback or complete an application form (online or in hard copy)
- via a Notice of Acquisition or voters' roll information from the Victorian Electoral Commission
- from other sources (ie referred from another entity or unsolicited).

Types of information collected by City of Melbourne

Depending on the reason, personal information collected typically includes, but is not limited, to the following:

- name
- address (residential, postal and/or e-mail)
- telephone number (work, home or mobile)
- date of birth
- signature
- motor vehicle registration number
- photograph and/or video footage.
- where you have opted in, audio recordings of your phone conversations with the customer contact centre.

Collecting personal information to carry out City of Melbourne functions or activities

Council may collect your personal information for purposes including, but not limited to, the following:

- To contact you where it is necessary in order to provide services requested by you, such as obtaining a residential parking permit via our public interfaces.
- As part of our commitment to customer service, we may periodically invite you to provide feedback about your experience via a survey. Any survey is voluntary and you do not have to participate.
- For Council or our contracted service providers to contact you where it is necessary to resolve issues relating to City of Melbourne services or functions which you have brought to our attention. For instance, contacting you in response to your report of a fallen tree branch.
- To contact you prior to a Council or Committee meeting to confirm your attendance and/or advise you of any changes to the meeting details where you have made a submission for consideration.
- To supply you with material concerning Council initiatives and programs where you have supplied personal information to Council for this purpose. For instance, where you have opted to be included on a mailing list for a Council publication via our public interfaces.
- To facilitate the collection of Council fees and charges. For instance, we will use your name and address details to forward rate notices.
- To enable payment for Council provided goods and services.
- To enable Council to undertake its law enforcement functions. For instance, Council collects information about you from various Road Traffic Authorities to process parking infringement notices.
- To aid community safety. For instance, Council collects images via closed circuit television cameras which are located throughout our municipality. Footage and photographs of incidents are made available only to authorised police members and civilians who meet the criteria of

the protocols and agree to comply with the requirements for handling, use and return of footage and photographs. Refer to Council's [Safe City Camera Program](#)¹ for more information.

- To record/receive ideas, questions, complaints, and compliments from members of the public. The public is encouraged to join the open conversation and debate via City of Melbourne's social media accounts/participation platforms, but is expected to participate in a respectful manner. Refer to our [Social Media Policy](#)² for more information.

For training and quality assurance purposes. For example, in relation to the customer contact centre, where you have opted in to the City of Melbourne making an audio recording of your phone conversations. Creating a single customer record

Traditionally, a separate customer contact record is created each time you interact with one of our services. For example, you may have one customer contact record with the City of Melbourne's library service, another with our recreation centre and another on our rates database.

This has presented difficulties when it comes to maintaining accurate contact details for our customers, and being able to provide a timely and streamlined service to our customers.

From March 2019, the City of Melbourne commenced compiling and maintaining a secure central customer record for each customer, which will eventually be used across all of Council's services. Your central customer record will contain your current contact details and the history of your contacts with the City of Melbourne. Where you opt-in to the recording of your phone conversations with the customer contact centre for training and quality assurance purposes, the central customer record will contain a link to the recordings that is available only to staff members with supervisor level access.

Over the coming years, we will consolidate customer details such as name, phone number, email and customer history from all of our services, including waste, parking permits, pet registrations, libraries, gyms and more.

This information will be made available to relevant City of Melbourne officers and service providers for the purpose of responding to your service requests or for other purposes in connection with the provision of services to which you are entitled as a City of Melbourne resident or ratepayer such as sending you communications to facilitate your participation in Council elections co-ordinated under the *City of Melbourne Act 2001* (Vic).

If you do not want to have a single customer record with the City of Melbourne, you can choose to opt-out of this process by calling Council on 03 9658 9658, lodging an opt-out request online via the [City of Melbourne website](#)³ or submitting a written request to the City of Melbourne at GPO Box 1603, MELBOURNE VIC 3001.

Unsolicited information

Sometimes Council receives personal information that is not necessary for, or related to, any purpose of Council. This includes:

- when people send personal information to Council without Council asking for it (including by third parties)
- when Council asks for some information, but individuals provide more information than requested.

¹ <http://www.melbourne.vic.gov.au/community/safety-emergency/pages/safe-city-cameras.aspx>

² <http://www.melbourne.vic.gov.au/about-council/governance-transparency/policies-protocols/Pages/social-media-policy.aspx>

³ <http://www.melbourne.vic.gov.au/contactus>

In circumstances where the unsolicited personal information is not necessary for Council's functions, it may not be 'reasonable' to notify the individual concerned of the collection, in which case the information will simply be stored in accordance with the *Public Records Act 1973*.

Photographs

Council takes photographs both on Council premises and also in public places. These photographs may be used for publicity or enforcement purposes.

Before taking photographs to be used for publicity purposes, Council will seek consent (if practicable) from individuals to take and use the photograph(s). Where feasible, this consent will be obtained in writing, using a specific consent form designed for this purpose.

If however, photographs are to be taken in a public place (such as at a community event), and obtaining individual consent forms is not practicable, Council may use other methods to inform individuals that photographs are being taken and how they will be used. These methods could include signs advising the public that photographs are being taken, a public announcement or handing out flyers/cards. All of these methods will inform individuals that their photograph may be taken and provide them with an opportunity to approach Council staff/photographer and tell them they don't want their photo used.

Collecting through our websites, social networking sites or SMS/MMS

If you access and interact with our websites, social networking sites or send SMS/MMS to us we recommend you read our [Social Media Policy](#)⁴.

Social media

We use social networking services such as Twitter, Facebook and YouTube, in addition to traditional methods, to connect with our audience. These include responding to customer enquiries in real time and promoting Melbourne's assets.

Our use of social media sites also involves listening to social trends and issues that relate to City of Melbourne services and events. We use various tools to view public social media and website commentary in which City of Melbourne's accounts may not necessarily be tagged – and engage directly with you to provide information or a better level of customer service. In doing so, we may temporarily collect and store your personal information.

To protect your own privacy and the privacy of others, please do not include any personal information including phone numbers and email addresses. Please do not share personal information about others. Any personal information collected by City of Melbourne will be handled in line with this Privacy Policy and our [Social Media Policy](#)⁵.

The social networking service will also handle your personal information for its own purposes. These sites have their own privacy policies and we recommend you read these also.

Online payments

You are able to make the following payments online, using ePathway, which in turn uses the ADVAM payment gateway to collect the credit card details and accept payment for:

- rates
- infringements/fines
- invoices or accounts

⁴ <http://www.melbourne.vic.gov.au/about-council/governance-transparency/policies-protocols/Pages/social-media-policy.aspx>

⁵ <http://www.melbourne.vic.gov.au/about-council/governance-transparency/policies-protocols/Pages/social-media-policy.aspx>

- permit fees
- animal registration renewal fees.

Council does not collect or hold credit card information for these payments.

ADVAM is fully compliant with the Payment Card Industry Data Security Standard and they have direct bank links to transact. The ADVAM data is held in Australia. If you do not wish to provide this information online you should arrange to make payment by post to GPO BOX 1603, Melbourne Victoria 3001, or in person at the Melbourne Town Hall Administration Building, 120 Swanston Street, Melbourne.

Website surveys

Council uses various applications (such as SurveyMonkey and SurveyGizmo) to conduct online surveys. This may mean the data collected online may be stored on servers located in another country (such as the USA). To ensure that you are fully informed on how any personal information you provide in the survey will be stored, please read the privacy policy which is contained on the online survey page, prior to participating. If you do not wish to complete a Council survey online, you can request a hard copy be sent to you by completing our [contact us form](#)⁶.

Collection notices

Whenever Council collects personal information, you should be given notice of how we intend to use, share and disclose that personal information. This notice could be provided in a form similar to below:

The City of Melbourne is committed to protecting your privacy. The personal information requested on this form is being collected by City of Melbourne for the purpose of [insert purpose] or any other directly related purpose. The personal information will also be disclosed to [insert names of any other entities CoM will be disclosing the personal information to] for the purpose of [insert how those entities will be using the personal information]. It will not be disclosed to any other external party without your consent, unless required or authorised by law. If the personal information is not collected, [insert details of what will happen – can they still participate in the process, can they be anonymous etc]. If you wish to alter any of the personal information you have supplied to City of Melbourne, please contact Council via telephone [insert number for your work area] or email [insert email address for your work area].

Anonymity

Where lawful and practicable, Council will offer you the option of remaining anonymous as part of a transaction with Council.

However, as anonymity may limit Council's ability to process a complaint or other matter, Council reserves the right to take no action on any matter where you choose not to supply relevant personal information so that it can perform its functions.

⁶ <http://www.melbourne.vic.gov.au/pages/contact-us.aspx>

Use and disclosure of information (Information Privacy Principle 2)

How City of Melbourne uses information

Council will take all necessary measures to prevent unauthorised access to, or disclosure of, your personal information.

To whom the City of Melbourne discloses information

We will not use or disclose your personal information other for the primary purpose for which it was collected unless one of the following apply:

- where we have your consent
- for a related secondary purpose you would reasonably expect
- or as required or permitted by the PDPA or any other legislation.

Council may disclose your personal information to other parties under certain circumstances. Refer below for specific examples.

Other departments within Council

Where necessary, Council may disclose your personal information to other work areas within the Council to assist in actioning your enquiry.

Your name and contact details may be added to/updated on your City of Melbourne single customer record, which is used by many of Council's services (such as waste inquiries, parking permits, pet registrations, libraries, gyms, sports and recreational programs etc.). This will enable Council to use these contact details to liaise with you in relation to the delivery of other Council services you may inquire about in the future.

Contracted service providers

Council outsources some of its functions to third parties (contractors) who perform various services for and on behalf of the Council. Council may disclose personal information it has collected about an individual to the contractor, where it is necessary for the contractor to carry out a specific job or task. For example, personal information is passed onto a contractor by Council for the purposes of a hard waste kerbside collection. Information provided to these contractors is limited to the information required by them to provide the services to you on behalf of Council (including responding to any complaint you have made).

These contractors have agreed to be bound by the provisions of the PDPA. All contracts with our CSPs include a provision ensuring that they are bound by the IPP's in the same way and to the same extent as Council. To assist with compliance the contractor is alerted to our expectations and this privacy policy.

Other entities - where authorised or required by law

Council also discloses personal information to other agencies in the course of an investigation and defence of legal claims against Council. This includes Council's solicitors, consultants and investigators.

Council may also use personal information contained in complaints which you make to Council as part of any law enforcement function, including prosecution.

If you have opted to complain to Council, please note that Council may be obliged under legislation to investigate your complaint, and if necessary may initiate legal proceedings as a result of its investigation to prosecute possible offenders. For example, a complaint made to Council that a nuisance exists under the *Public Health and Wellbeing Act 2008* is such an example. One of Council's functions under the *Public Health and Wellbeing Act 2008* is to prevent and control environmental health dangers, diseases and health problems of particularly vulnerable population groups by developing and enforcing up-to-date public health standards and intervening if the health of people within the municipal district is affected. If Council initiates a prosecution as a result of any investigation relevant to your complaint, it may be compelled to disclose your details and the nature of your complaint to the defendant under the rules governing pre-hearing disclosure.

Council may also disclose personal information to:

- debt collection agencies (for example, where you have failed to pay your property rates)
- government agencies including the Department of Human Services, the Victorian Workcover Authority and Road Traffic Authority
- law enforcement agencies, including the courts and the Victoria Police, in instances where Council is required to respond to a subpoena or provide information to assist a police investigation
- government agencies to enable them to advise you of works which may impact upon you or your property (such as road closures/reconstruction, underground drilling, property acquisition etc.)
- other individuals or organisations, only if Council believes that the disclosure is necessary to lessen or prevent a serious and imminent threat to an individual's life, health, safety or welfare or a serious threat to public health, safety or welfare.

Employment with City of Melbourne

All roles at CoM require a pre-employment Police Check and a Working with Children Check. Potential, or existing employees, provide the necessary information to Victoria Police and the Department of Justice directly. Results of these checks will not be disclosed to third parties unless authorised by law.

Written submissions to Council and Committee meetings

Personal information provided by you as part of a public submission (name, email address, property address etc.) to a Council or committee meeting will be included with the published agenda papers and minutes of the meeting, which are displayed online and are available in hardcopy format for an indefinite period. As part of the online submission process, you will be asked to acknowledge that any personal information you provide in your written submission will be made publicly available online. If you want to make an anonymous submission, you can email the Council Business team at com.meetings@melbourne.vic.gov.au

Public registers

Personal information may also be contained in registers Council is required to make available for public inspection (or online) under the *Local Government (General) Regulations 2015* or other Acts.

Data Quality (Information Privacy Principle 3)

Council will endeavor to ensure that the personal information it holds is accurate, complete and up to date.

Council will systematically append and/or update any new personal information you provide to your existing customer record. This ensures that your customer record is complete and up to date.

You may request that Council amend any personal information you have supplied to it.

Data Security (Information Privacy Principle 4)

Council will take all necessary steps to ensure that personal information is stored safely and securely to protect it from misuse, loss, and unauthorised modification and disclosure. This applies regardless of the format in which the information is held.

The City of Melbourne has developed an Information Security Management Framework to ensure relevant controls are established throughout the technical and non-technical environments. The framework is designed to address the operations of City of Melbourne and encompasses all information assets and information technology used by the City of Melbourne to provide its services. These assets include electronic and non-electronic forms of information and encompass information entrusted to City of Melbourne by customers or business partners.

The framework consists of a suite of material and controls. Information Security Domains include:

Domain 1 - Information Security Policy: provides management direction and support for Information Security for all staff.

Domain 2 – Information Asset Classification and Control: defines the requirements for information asset classification and controls. An information asset is defined as all data and information that is created, collected, stored or processed during the course of conducting business at the Council. The domain applies to all staff and other covered individuals (e.g. affiliates, vendors, independent contractors, etc).

Domain 3 - Personnel Security: defines that security requirements must be applied in the employee lifecycle. It establishes a baseline that must be met in order to manage staff access to the information assets. The domain applies to all staff.

Domain 4 - Physical and Environmental Security: defines the physical security standards for building and computer centres located at City of Melbourne sites. It establishes security requirements that must be met in order to obtain a minimum level of physical protection for these assets. The domain applies to all staff

Domain 5 - Communications and Operations Management: defines the measures that must be in place to reduce the risk of errors occurring during systems processing by the careful control of system operations. This applies to all staff, especially those in an operational function relating to information systems.

Domain 6 - Access Control: defines control requirements for access to the business information resources. The domain applies to staff that have access to or administer information resources.

Domain 7 - Systems Development and Maintenance: governs all security related standards for systems development and maintenance. The domain applies to all staff responsible for design, development, maintenance and operation of City of Melbourne information systems.

Domain 8 - Business Continuity and Disaster Recovery Planning: sets out the requirements necessary for developing and implementing business continuity plans and disaster recovery plans.

Domain 9 – Information Security Incident Management: sets out actions necessary for reporting information security events and weaknesses associated with information systems, along with communication, corrective action methods. The domain applies to all staff.

Domain 10 – Compliance: defines the actions necessary for complying with internal requirements, all criminal or civil law, statutory, regulatory and contractual requirements. The domain applies to all staff.

Personal information will be archived or destroyed in accordance with the *Public Records Act 1973* and the relevant Retention and Disposal Authority from the Public Records Office Victoria.

Openness (Information Privacy Principle 5)

This document details Council's management of personal information.

This document is available upon request by contacting a member of the Council Business team on 9658 9658 or via e-mail at privacy@melbourne.vic.gov.au You may also download it from the City of Melbourne website.

How to access and correct information (Information Privacy Principle 6)

As Council is subject to the *Freedom of Information Act 1982 (Vic)* (FOIA), access to, or correction of your personal affairs information is managed under that legislation. For details on how to make an application under the FOIA to access your personal affairs information please refer [here](#)⁷.

Under the FOIA, a person is also entitled to seek correction or amendment of a document containing their personal affairs information, where they believe the information is inaccurate, incomplete, out of date, or would give a misleading impression.

Requests for amendment must:

- be made in writing and addressed to the:
Senior Governance Officer
City of Melbourne
GPO Box 1603
MELBOURNE VIC 3001 OR
Email: privacy@melbourne.vic.gov.au
- specify an address to which a decision notice can be sent the person making the request
- specify the matters in respect of which the person making the request believes the personal affairs information is inaccurate, incomplete, out of date or misleading
- specify the amendments the person making the request wishes to be made.

There is no application fee for a request for amendment.

Where a person makes such a request for amendment, Council will take reasonable steps to notify the person of the decision of the request as soon as practicable, but within 30 days of the request being received.

⁷ <http://www.melbourne.vic.gov.au/about-council/governance-transparency/council-information/pages/freedom-of-information.aspx>

Unique Identifiers (Information Privacy Principle 7)

Schedule 1 to the PDPA defines 'unique identifier' as:

An identifier (usually a number) assigned by an organisation to an individual uniquely to identify that individual for the purposes of the operations of the organisation but does not include an identifier that consists only of the individual's name but does not include an identifier within the meaning of the Health Records Act 2001.

A unique identifier is a number or code that is assigned to someone's record to assist with identification (similar to a drivers licence number). Council will only assign identifiers to records if it is necessary to enable Council to carry out a function efficiently.

There are three steps to determine whether a particular 'identifier' (any sequence of numbers, letters and/or symbols) is a 'unique identifier' for the purposes of the PDPA:

- Was the identifier assigned by an organisation to an individual?
- Was the identifier assigned **with the aim, purpose or intention of uniquely identifying that individual?**
- Was the assignment of the identifier to uniquely identify the individual **for the purposes of the operations of the organisation?**

Anonymity (Information Privacy Principle 8)

Where lawful and practicable, Council will offer you the option of remaining anonymous as part of your transaction with Council.

Before a member of Council staff collects your personal information they must first establish whether that particular information is required to complete their function or activity. For example, do they need to know your name, address and contact number to action your report that a bin is on fire in Swanston Street? Or could you remain anonymous and only provide the location of the bin?

Please bear in mind, anonymity may limit Council's ability to process a complaint or other matter. Therefore, if you choose not to supply personal information that is necessary for the Council to perform its functions, then Council reserves the right to take no further action on that matter. For example, if a customer calls Council to request the attendance of a parking officer, you will be required to provide your contact details before the officer attends.

Transferring information outside Victoria (Information Privacy Principle 9)

Council may transfer personal information about you to an individual or organisation outside Victoria only in limited circumstances, some of which include:

- if you have provided your consent
- if disclosure is authorised by law
- if the recipient of the information is subject to a law binding scheme or contract with similar principles as the PDPA.

Disclosure of personal information overseas

The development of new technologies, such as the internet and the 'cloud' has meant that trans-border data flows between organisations have become more common (many cloud service providers are located outside Australia).

IPP9 does not prohibit the transfer of personal information outside of Victoria but it does place restrictions on when it can occur. This is because the PDPA is a Victorian law and therefore the IPPs will not apply to organisations in a different state, territory or country.

Council will only transfer personal information outside of Victoria in accordance with the provisions outlined in the PDPA. While Council uses cloud computing services based outside Victoria, it has taken all reasonable steps to ensure that the information which it transfers will not be held, used or disclosed by the host of the information inconsistently with the Victorian IPPs. It also ensures the hosts/recipients are subject to laws and/or binding contractual arrangements that provide similar protections to that afforded under the PDPA.

Sensitive Information (Information Privacy Principle 10)

Council will not collect sensitive information about you except in circumstances prescribed in the PDPA.

How to make a complaint or enquiry concerning privacy

The PDPA gives you the right to complain about a breach of your privacy by Council.

Please note:

- complaints can only be made about an alleged breach that occurred after 1 September 2002, unless it is continuing
- your complaint must relate to a breach of one or more of the ten Information Privacy Principles
- your complaint should be made within 45 days of you being made aware of the breach (although it may still be considered if there are reasons you were not able to complain within the specified timeframe)
- complaints can only be about personal information that is recorded in some form.

Complaints must:

- be made by the person whose privacy has allegedly been breached, or a person they have authorised to act on their behalf
- be in writing and accompanied by a suitable form of identification (such as a copy of your driver's licence).
- provide a brief description of the incident: for example, the date of the incident, what personal information was involved and what form it was in (if known), for example paper records, electronic database.

Your complaint will be acknowledged within two business days and will be investigated as soon as practicable. You will be provided with a written response within 30 days of the date your complaint is received by Council.

Please submit your complaint to:

Senior Governance Officer
Governance Branch
GPO Box 1603
MELBOURNE VIC 3001

Phone: (03) 9658 9658

E-mail: privacy@melbourne.vic.gov.au

Alternatively, a complaint can be made to the Office of the Victorian Information Commissioner (OVIC), however the OVIC may decline to hear the complaint if you have not made a complaint to Council first.

Where a complainant is not satisfied with the decision of the Council's Information Privacy Officer they may apply to the OVIC.

To make a complaint to OVIC you must first download OVIC's privacy complaint form. (available in [PDF](#) or [Word document](#) form the [OVIC website](#)), completing it and sending it to by post or email to:

Post: Office of the Victorian Information Commissioner

PO Box 24274

Melbourne VIC 3001

Email: enquiries@ovic.vic.gov.au

Privacy training

Staff training and awareness

All Council employees receive training to enhance their awareness about their obligations regarding the collection and management of personal information in the workplace. All new staff members are required to complete an induction program when they commence employment with City of Melbourne. As part of the induction they must:

- agree to abide by the Code of Conduct by completing an online learning module
- complete an online module specifically focussing on information privacy.

This training is compulsory when employees commence employment with City of Melbourne and refresher training is provided at regular intervals during their employment.

Information privacy awareness is also offered as part of the Understanding Governance and Legal course, a City of Melbourne face-to-face learning program. The privacy team also offers project or work-area specific privacy training to teams within Council, on request.

A copy of this Privacy Policy is available to all staff via Council's intranet. It is also available on Council's external website.

Public registers

The following public registers are among those currently maintained by the City of Melbourne which may include personal information.

- Details of current allowances fixed for the Lord Mayor, Deputy Lord Mayor and Councillors under section 74 or 74A of the LGA 1989 or section 39 of the LGA 2020.
- Details of overseas or interstate travel (with the exception of interstate travel by land for less than 3 days) undertaken in an official capacity by Councillors or any member of Council staff in the previous 12 months, including the names of the Councillors or members of Council staff and the date, destination, purpose and total cost of the overseas or interstate travel.

- Submissions received from the public in accordance with s223 of the LGA during the previous 12 months.
- A register maintained under section 224(1A) of the LGA of authorised officers appointed under that section.
- A document containing details of all leases involving land, which were entered into by the Council as lessor, including the lessee and the terms and the value of the lease.
- A list of donations and grants made by the Council during the financial year, including the names of persons or bodies which have received a donation or grant and the amount of each donation or grant.
- A list of the names of the organisations of which the Council was a member during the financial year and details of all membership fees and other amounts and services provided during that year to each organisation by the Council.
- A register of registered dogs and cats (including ownership details) in the municipality must be maintained by Council pursuant to the *Domestic Animals Act 1994*.
- Campaign Donation Returns received from candidates in the last Melbourne City Council election.
- Council's Planning and Building Branch keep the following registers:
 - A register of building permits kept pursuant to s31 of the *Building Act 1993*.
 - A register of occupancy permits and temporary approvals received by Council kept pursuant to s74 of the *Building Act 1993*.
 - A register of emergency orders, building notices and binding orders given to Council under part 8 of the *Building Act 1993*, as required under s126 of the *Building Act 1993*.
 - A register of all applications for planning permits and all decisions and determinations relating to permits. Details of planning applications received by Council are also available at [City of Melbourne](http://www.melbourne.vic.gov.au/building-and-development/property-information/planning-building-registers/pages/town-planning-permits-register.aspx)⁸.

Responsibilities

It is the responsibility of the Governance branch to review and make any necessary amendments to this Policy annually or otherwise in accordance with any changes in the legislation.

Relevant legislation

- PDPA
- *Freedom of Information Act 1982*
- *Health Records Act 2001*
- *Charter of Human Rights and Responsibilities Act 2006*
- LGA

⁸ <http://www.melbourne.vic.gov.au/building-and-development/property-information/planning-building-registers/pages/town-planning-permits-register.aspx>

Relationship of the PDPA to other laws

If a provision made by or under the PDPA (other than Division 5, 6 or 7 of Part 3) is inconsistent with a provision made by or under any other Act, that provision in the other Act prevails to the extent of the inconsistency.

City of Melbourne websites

The City of Melbourne manages a number of different websites to carry out its activities. The following applies when you interact with our websites.

Links

This privacy statement does not apply to other websites we may link to. We recommend you read the relevant privacy statement when you access another site.

Anonymous access to our sites

You can browse our websites anonymously, without disclosing your personal information.

Collection and use of personal data

The City of Melbourne's various websites only collect or record personal information you choose to provide through our Contact Us section, subscription to various eNewsletters, initiatives or program updates, or online applications etc.

Collection and use of site visit data

Cookies

Cookies are data files that are placed on a device when it is used to visit a website. For the most part they are sessional and just contain system-generated values to identify the user's session for statistical and system administration purposes only. Cookies are used on our sites, but they do not collect any personal information.

You can control the extent to which your device allows cookies to be set on it, by changing the settings on your browser software (ie Chrome, Firefox or Internet Explorer). For example, depending on which browser your device uses, you may be able to disable third party cookies. If you configure your settings to disable session and certain persistent cookies, you may find that the websites you visit have only limited functionality.

You can also control the extent to which you receive tailored advertising facilitated by cookies by changing your settings on the websites on which you receive tailored advertising. For example, you can disable tailored advertising on social media sites like Facebook by changing the settings on your account.

Please note that it may be necessary for you to 'opt out' separately from each device you use to access online content.

The website www.youronlinechoices.com.au also allows you to 'opt out' of some tailored advertising and provides further information about how tailored advertising works.

Opting out of cookies may not necessarily remove all advertising from pages you visit. Rather, it may mean that the ads you see will not reflect your interests.

Clickstream data

Clickstream data refers to visitor logs and statistics that provide useful information about users' online experience without identifying individuals. We collect the following clickstream data for statistical and system administration purposes:

- your server (or IP) address
- the day and time you visited the site
- the pages you visited on our site
- the address of the last page you visited
- the operating system you are using
- rough geographic location (down to the city)
- internet service provider (e.g. Telstra)
- the type of browser and version you are using.

To the extent that this data could make you identifiable, we will not attempt to identify individuals from the clickstream data unless required by law or to investigate improper activity in relation to our websites.

Google Analytics

In addition to web server logs, our websites use Google Analytics, a web analytics service provided by Google Inc. (Google). Reports obtained from Google Analytics are used to help improve the efficiency and usability of our websites.

Google Analytics uses cookies to help analyse how users use our websites. The information generated by the cookie about this (including IP addresses) will be transmitted to and stored by Google on servers around the world.

Google Analytics Advertising Features used include:

- Ad Words
- Remarketing with Google Analytics
- Google Analytics Demographics and Interest Reporting.

Google will use this information for the purpose of evaluating the use of our websites, compiling reports on website activity for site operators and providing other services related to website activity and internet usage. Google may transfer this information to third parties where required to do so by law, or where such third parties process information on Google's behalf. Google will not associate user IP addresses with any other data held by Google.

You can 'opt out' of the collection of information via Google Analytics by downloading the Google Analytics Opt-Out Browser Add On, however please note that if you do this you may not be able to use the full functionality of the websites.

Information Regarding Your Social Networking Services ('SNS')

If you use your Facebook, Twitter, or other SNS account information to log in and/or authenticate with a City of Melbourne website, we will collect and store a unique user ID provided by your SNS.

As a City of Melbourne website user, you can choose to log in and/or authenticate with a SNSs, such as Facebook. To do so, you must use your account credentials (typically username and password) for your SNS. Your SNS will provide the City of Melbourne with a unique user ID which the City of Melbourne can use to identify you on its websites. The City of Melbourne will retain this user ID, keep it private and use it to identify you and enable your access to features on its websites. The City of Melbourne will not access or collect any information from your SNS profile.

We encourage you to read the privacy policies and other statements of the SNSs you use.

Remarketing Services (applies to What's On website)

The City of Melbourne uses remarketing services (sometimes called interest-based advertising) to show relevant content on sites across the internet to previous visitors to our websites and newsletter subscribers. These services allow us to tailor our advertising and marketing content so that it is relevant and suits your needs. This is done using browser cookies, pixels and related technologies that identify whether the computer or mobile device you are using has previously interacted with particular web pages, web services or advertisements. Only non-personal information is collected. The City of Melbourne uses Google, Facebook and Exponential to collect this information on our behalf. You can 'opt-out' at any time by visiting www.aboutads.info/choices

Third Parties

The personal information which you provide for publication (in say an event or business listing) will appear on our website/s. It may also be disclosed to a City of Melbourne contracted service provider who has been engaged to maintain these lists or other relevant organisations (for example, event information may be provided to Visit Victoria and/or the Australian Tourism Database).

Our What's On website shares data with third parties to undertake digital marketing activities that provide website visitors and newsletter subscribers with ads on sites across the internet which may be of interest. Personally identified data is not disclosed. Please refer to 'Remarketing Services' for more information on how this data is collected.

Security of your personal data

While the City of Melbourne takes all steps to ensure your personal information is secure, you should be aware that there are risks in transmitting information across the Internet. If you are concerned about conveying sensitive material to City of Melbourne over the Internet, you might prefer to contact us by telephone on 9658 9658 or mail at GPO Box 1603, MELBOURNE VIC 3001.