

Privacy Statement

This collection notice is issued by the Melbourne Market Authority (“the MMA”) in accordance with its Privacy Policy which is issued by the MMA under the *Information Privacy Act 2000* (Vic) (“Information Privacy Act”).

The MMA’s privacy policy is available from its Privacy Officer. You can contact the MMA Privacy Officer at the contact details below:

MMA Privacy Officer, Box 1, 542 Footscray Road, West Melbourne, Victoria, 3003 – Ph: 9258 6100.

In this collection notice the term “personal information” has the meaning provided in section 3 of *Information Privacy Act*.

Collection scope

The Melbourne Wholesale Fruit, Vegetable and Flower Market (“Melbourne Market”) is operated by the MMA, a statutory authority established under the Melbourne Market Authority Act 1977 (Vic) (“MMA Act”). Under the MMA Act, the MMA is granted the power to control and regulate access to the land on which the Melbourne Market is located.

This Privacy Collection Notice applies to all people that apply for an Access Card to gain entry to the Melbourne Market.

Information collected

Typically, the MMA will collect and hold information related to your:

- contact details (name, home address, telephone and email);
- date of birth and gender;
- drivers’ and/or forklift licence;
- vehicle registration numbers;
- employment details within the Melbourne Market;
- times and dates of entry to the Melbourne Market;
- financial information associated with your access to the Melbourne Market;
- interactions with the MMA which relate to the *Melbourne Market Authority By-laws 2012*;
- produce specialisation and details of industry sector memberships.

Purpose of collection

The MMA respects the privacy of your personal information. The information that it collects about you is for the primary purpose of enabling the MMA to grant and regulate your access to the Melbourne Markets in the manner prescribed by the MMA Act. It is necessary for the MMA to collect this information from you to:

- assess your ability to operate within the Melbourne Markets;
- be able to communicate with you;
- carry out day to day administrative tasks;
- inform you about events and activities relevant to the Melbourne Markets;
- assist us in providing services to those who access the Melbourne Markets;

- facilitate internal planning;
- fulfil its obligations under the MMA Act;
- assist the MMA in responding to enquiries from other statutory authorities and law enforcement agencies and complying with the law.

Marketing

Personal information is also used by our marketing department. Customer details are used when distributing MMA's promotion and customer information material. This material includes new buyer kits, mystery shopping results and business correspondence. Examples of the promotional activities conducted by our marketing department include the Fruit and Vegetable Directory, newsletters, National Flower Centre Directory and other public promotions, competitions and publications associated with trade at the Melbourne Markets.

Melbourne Markets Credit Service ("MMCS")

- The MMCS is a body unrelated to the MMA which is owned and operated by certain market users;
- The MMCS provides an invoicing/collection/distribution service for buyers and sellers at the Melbourne Markets;
- The MMA may subject to the requirements of the Information Privacy Act disclose the personal information to the MMCS to enable the MMCS to market its services to market users.

Disclosure of personal information

Personal information that is collected by the MMA will be used by, and disclosed to, MMA employees or contractors whose duties require them to use it. Such employees and contractors are required to protect and handle your personal information in accordance with the *Information Privacy Act* and any other applicable legislation regulating the collection, use, disclosure, storage and destruction of personal information.

In addition, under section 8 of the MMA Act, the MMA must provide to the Responsible Minister any information, reports and documents relating to the MMA policies and activities that the Responsible Minister requests. This may include your personal information.

Consequences if personal information is not provided

If you choose not to provide the personal information listed above your Access Card may be cancelled or not issued, and your ability to gain entry to the Melbourne Markets may be limited or removed.

Access to personal information

You can request access to any personal information the MMA may have collected about you. Also, you may request correction of your personal information if you can establish that it is not accurate, complete or up-to-date.

The MMA will take reasonable steps to ensure that the personal information it collects, uses and discloses is accurate, complete and up to date. To assist the MMA in this task and to ensure the quality and accuracy of the information that the MMA holds, you must update your information when your personal and employment details change.

The Victorian Privacy Commissioner has recommended that the appropriate means to access and correct information held by statutory authorities such as the MMA is under the *Freedom of Information Act 1982* (Vic).

The Freedom of Information Officer (“FOI”) may be contacted on the details below about access to, and correction of, personal information collected by the MMA or for any questions or concerns you may have arising from this privacy statement:

MMA FOI Officer, Box 1, 542 Footscray Road, West Melbourne, Victoria, 3003 – Ph: 9258 6100.