This Privacy Statement explains how Brimbank City Council (Council) will collect, hold, use and disclose your personal information and who we share it with. This privacy statement is issued on behalf of Council and relates to your use of products or services offered by Council.

**Why do we collect personal information?** Personal information is information or an opinion about an identified individual or an individual who is reasonably identifiable. We collect your information so that we are able to:

* identify you and conduct appropriate checks;
* understand your requirements and provide you with a product or service;
* manage, train and develop our employees and representatives;
* set up, administer and manage our products, systems and services; including the management and administration of our rates database, customer record profile and other operational tools;
* assess and investigate any complaints or enquiries made by you;
* get a better understanding of you, your needs, your behaviours and how you interact with us, so we can engage in service research, development and business strategy including managing the delivery of our services and products via the ways we communicate with you; and
* manage complaints and disputes, and report to relevant external parties including our contractors or service providers.

**What happens if you don’t give us your personal information?**

If we ask for your personal information and you don’t give it to us, we may not be able to provide you with any, some, or all of our services.

**How we handle your personal information**?

We collect your personal information directly from you and, in some cases, from other people or organisations. We also provide your personal information to other related parties acting on behalf of Council, and they may disclose or use your personal information for the purposes described in ‘Why do we collect personal information?’ in relation to products and services they may provide to you. They may also use your personal information to help them provide products and services to other customers, but they’ll never disclose your personal information to another customer without your consent.

Under various laws we will be (or may be) authorised or required to collect your personal information. These laws include the: Building Act 1993, Fences Act 1968, Local Government Act 2020, Planning and Environment Act 1987 and various other laws as amended, including any associated regulations.

We will use and disclose your personal information for the purposes we collected it as well as purposes that are related, where you would reasonably expect us to. We may disclose your personal information to and/or collect your personal information from:

* departments, committees and bodies created by Council or are the responsibility of Council;
* any joint ventures with third parties where authorised or required;
* customer, product, business or strategic research and development organisations;
* data warehouses, strategic learning organisations, data partners, analytic consultants;
* social media and other virtual communities and networks where people create, share or exchange information;
* publicly available sources of information;
* clubs, associations, member programs and other industry relevant organisations;
* a third party that we’ve contracted to provide financial services, financial products or administrative services – for example:
  + information technology providers,
  + administration or business management services, consultancy firms, auditors and business management consultants,
  + marketing agencies and other marketing service providers,
  + claims management service providers
  + print/mail/digital service providers, and
  + imaging and document management services;
* a third party claimant or witnesses in a claim;
* accounting or finance professionals and advisers;
* any intermediaries, including your agent, adviser, representative or person acting on your behalf, or our authorised representatives, advisers and our agents;
* in the case of a relationship with a corporate partner such as a bank or a credit union, the corporate partner;
* government, statutory or regulatory bodies and enforcement bodies;
* insurers, reinsurers, insurance investigators and claims or insurance reference services, loss assessors, financiers;
* legal and any other professional advisers or consultants;
* hospitals and, medical, health or wellbeing professionals;
* debt collection agencies; and
* any other organisation or person, where you’ve asked them to provide your personal information to us or asked us to obtain personal information from them.

We’ll use a variety of methods to collect your personal information from, and disclose your personal information to, these persons and organisations, including written forms, telephone calls and via electronic delivery. We may collect and disclose your personal information to these persons and organisations during the information life cycle, regularly, or on an ad hoc basis, depending on the purpose of collection.

**Your personal information and our marketing practices**

Every now and then, we and any partners that use the Council brand might let you know – including via mail, SMS, email, telephone or online – about news, special offers, products and services that you might be interested in. We will engage in marketing unless you tell us otherwise. You can contact us to update your marketing preferences at any time. In order to carry out our direct marketing we collect your personal information from and disclose it to others that provide us with specialised data matching, trending or analytical services, as well as general marketing services (you can see the full list of persons and organisations under ‘How we handle your personal information’).

We may also collect your personal information for marketing through competitions. We, and other people who provide us with services, may combine the personal information collected from you or others, with the information we, or our service providers already hold about you. We may also use online targeted marketing, data and audience matching and market segmentation to improve advertising relevance to you.

**How to access and correct your personal information or make a complaint**

You have the right to access and correct your personal information held by us. If you require more information about our privacy practices including accessing or correcting your personal information or making a complaint you can

* visit [www.brimbank.vic.gov.au](http://www.brimbank.vic.gov.au)
* speak to us directly by contacting our Customer Service Team on 9249 4000; or
* Email us at [privacy@brimbank.vic.gov.au](mailto:privacy@brimbank.vic.gov.au)