

# Data Privacy Policy

**Produce Marketing Association Australia & New Zealand (trading as International Fresh Produce Association Australia & New Zealand)**

Updated 6-December 2023

Produce Marketing Association Australia & New Zealand (IFPA A-NZ) (trading as International Fresh Produce Association Australia & New Zealand Incorporated)  
Privacy Policy

This document outlines the privacy policy of IFPA A-NZ.

## Types of personal information that IFPA A-NZ holds could be as-below:

- First Name,
- Surname,
- Title/Position,
- Company,
- Mobile Number,
- Phone Number,
- Email Address
- Areas of interest (Sustainability, Talent, Food Safety, Technology and Innovation, Diversity & Inclusion)
- Previous IFPA A-NZ events attended

## How IFPA A-NZ collects and holds personal information:

IFPA A-NZ can collect and hold personal information via:

1. A company primary contact will be sent a spreadsheet request for information, member employee contacts, their contact details, and areas of interest.
2. A phone call or written request via email to add a contact to the IFPA A-NZ member profile.

IFPA A-NZ holds personal information via their member Customer Relationship Management System (CRM), Salesforce. The CRM is password-protected and secured via Multi-Factor-Authentication.

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## **Purpose for IFPA A-NZ collecting, holding, and usage of personal information:**

IFPA A-NZ is required to collect member business information, and employee contact information to ensure relevant information, updates, event invitations are communicated to the correct people within the Australian and New Zealand fresh produce and floral industry.

IFPA A-NZ may perform direct mail marketing for industry events, key industry information, and updates as-required and directed by the IFPA A-NZ leadership.

## **How to access your personal information which IFPA A-NZ holds, and seek correction of such information:**

Email [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com) with the request for information, outlining the personal information you would like access to, and you will be responded to within a reasonable amount of time.

Once your personal information has been received, email [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com) with the information to be corrected.

## **How to complain about a breach of the Australian Privacy Principles, or a registered APP code (if any):**

Contact IFPA A-NZ to see if your complaint can be resolved internally first. Email [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com) to discuss with the A-NZ team. IFPA A-NZ will do their utmost to ensure each complaint is addressed and resolved to the best of their ability.

If the complaint has not been addressed, and you wish to escalate the breach of the APP, contact the Office of the Australian Information Commissioner, and lodge your complaint.

<https://www.oaic.gov.au/privacy/privacy-complaints/how-we-investigate-and-resolve-your-complaint>

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## Disclosure of personal information:

IFPA A-NZ is required to transfer your personal information provided to the International Fresh Produce Association (based in the United States of America) to ensure member benefits can be delivered, and access is provided to the IFPA Member Community Portal. The Member Community Portal includes access to all IFPA Global resources and events. The International Fresh Produce Association is authorised to store your personal information within their secure Customer Relationship Management system for the purposes of providing access to the Member Community Portal, as a member of IFPA A-NZ.

This privacy policy has been created in-line with the Australian Privacy Act of 1988.