

# International Fresh Produce Association Australia & New Zealand (IFPA A-NZ) Limited: Privacy Policy

Updated December 2025

## 1. Purpose of this Policy

**International Fresh Produce Association (Australia & New Zealand) Limited (IFPA A-NZ, “we”, “us”, “our”) is committed to protecting personal information in accordance with:**

- the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs);
- the New Zealand Privacy Act 2020 and the Information Privacy Principles (IPPs).

This policy explains how we collect, use, disclose, store, and protect personal information relating to individuals and businesses in Australia and New Zealand. It does not limit any rights you may have under the APPs or IPPs.

## 2. Changes to this Policy

We may update this policy from time to time. Revised versions will be published on our website at [www.freshproduce.com](http://www.freshproduce.com) and will apply from the date they are posted.

## 3. What Personal Information We Collect

**We collect personal information that enables us to deliver membership services, events, communications, and industry engagement. This may include:**

- **Core details:**
  - First name and surname
  - Job title / position
  - Employer / company name
  - Business contact details (email, phone, mobile)
  - Areas of industry interest (for example: Sustainability, Talent, Food Safety, Technology & Innovation, Diversity & Inclusion)
  - Previous IFPA A-NZ events attended
- **Additional details that may be collected where relevant:**
  - Membership application or renewal information
  - Payment information for event or membership transactions
  - Information relating to your business relationship with IFPA A-NZ (for example: sponsorships, committees, working groups)
  - Information captured through surveys, research, or feedback mechanisms
  - Information relating to website usage, analytics, and cookies
  - Images captured at events (for example: photos or video used in event communications or marketing)
- **Business-related information:**
  - Your organisation's name and role within the fresh produce or floral value chain
  - Relevant operational or relationship details connected to your organisation's membership, participation or engagement with IFPA A-NZ

## 4. How We Collect Personal Information

We collect personal information in several ways, including:

- **Directly from you, for example:**
  - when you complete membership forms, surveys, event registrations or subscription forms
  - when your company provides us with employee contacts for membership benefits
  - through phone calls, emails, meetings or other interactions with IFPA A-NZ
  - when you request to be added to IFPA A-NZ communications or mailing lists
- **Automatically, for example:**
  - when you visit our website and we collect analytics data and cookies
  - when you interact with our digital platforms, marketing emails or online resources
- **From third parties, for example:**
  - your employer, as part of your organisation's membership with IFPA A-NZ
  - publicly available sources
  - event platforms and technology service providers

If you provide personal information about another person, you must have their permission to do so and ensure they are aware of this policy.

## 5. Why We Collect and Use Personal Information

- **We use personal information for legitimate organisational purposes, including to:**
  - deliver membership services and benefits to individuals and organisations
  - provide access to the IFPA Global Member Community Portal, hosted by International Fresh Produce Association, headquartered in the United States
  - send industry updates, insights, publications and communications
  - manage event registrations, attendance lists and participation, including networking events and programs
  - conduct market research, member satisfaction surveys and engagement analysis
  - support committees, working groups and stakeholder engagement activities
  - meet legal, governance and reporting obligations in Australia and New Zealand
  - ensure we communicate relevant information to the appropriate business contacts in member organisations

We also make member, exhibitor, and event attendee contact information available through membership and event directories to other members, exhibitors, and event attendees. Members, exhibitors, and event participants may request that we refrain from disclosing the data it collects by contacting IFPA A-NZ at [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com).

We may also use aggregated or de-identified information to analyse usage patterns and improve our services.

## 6. Direct Marketing

IFPA A-NZ may send event invitations, industry information and other communications that form part of our membership value and stakeholder engagement. You may opt out of receiving direct marketing communications at any time by using the unsubscribe facility in our emails or by contacting IFPA A-NZ.

## 7. Disclosure of Personal Information

- **We may disclose personal information to:**

- International Fresh Produce Association (headquartered in the United States), where this is required to deliver global membership benefits and access to the IFPA Global Member Community Portal
- service providers, including our Customer Relationship Management system provider (for example, Salesforce), event platforms, email and marketing systems, website and IT service providers
- professional advisers such as accountants, auditors or legal advisers
- government bodies or regulators where disclosure is required or authorised by law
- other parties, where you have authorised disclosure.

We do not sell personal information to third parties.

## 8. Cross-Border Data Transfers

Because IFPA operates as a global organisation, personal information may be transferred to or stored in countries outside Australia and New Zealand, including the United States, where IFPA Global hosts its Customer Relationship Management system and member platforms.

For individuals in New Zealand, where we transfer personal information to an overseas recipient, we will ensure that the recipient is subject to privacy protections that, overall, provide comparable safeguards to those in New Zealand law, or we will otherwise obtain your consent where such safeguards are not in place.

## 9. Storage, Security and Retention

We take reasonable steps to protect personal information from loss, unauthorised access, misuse, modification or disclosure. Information is stored in secure systems (for example, Salesforce), and where applicable, protected by controls such as passwords and Multi-Factor Authentication (MFA).

We retain personal information only for as long as it is required for the purpose for which it was collected or as required by law. When personal information is no longer required, we will take reasonable steps to securely destroy or de-identify it.

## 10. Data Breaches

If a data breach occurs that is likely to cause serious harm, IFPA A-NZ will assess the breach and, where required under Australian or New Zealand law, notify affected individuals and the relevant privacy regulator as soon as practicable.

## 11. Access and Correction

You have the right to request access to the personal information we hold about you, and to request that any inaccurate or incomplete information be corrected.

To request access or correction, please email [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com) with sufficient detail to identify you and your request. We will respond within a reasonable timeframe.

If we decline a request to correct personal information, we will explain the reason (where we are permitted to do so) and will take reasonable steps to note your request on your record.

## 12. Complaints

If you believe your privacy has been breached or your rights under the APPs or IPPs have not been respected, you may lodge a complaint with IFPA A-NZ.

To make a complaint, please contact us in writing at [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com). Please provide details of your concern and any relevant background so that we can investigate. We will acknowledge your complaint and seek to resolve it within a reasonable timeframe.

If you are not satisfied with our response, you may be able to refer your complaint to the relevant regulator:

- in Australia – the Office of the Australian Information Commissioner (OAIC); or
- in New Zealand – the Office of the Privacy Commissioner.

### 13. Internet Use and Cookies

While we take reasonable steps to maintain the security of our online systems, the transmission of information over the internet is at your own risk.

Our website may use cookies and analytics tools to help us understand website usage and improve the user experience. You can disable cookies through your browser settings, although some website functionality may be affected as a result.

Our website may contain links to third-party websites. Those websites have their own privacy policies and we are not responsible for their content or practices. We recommend you review the privacy policies of any third-party websites before providing personal information.

### 14. Contact Us

If you have any questions about this Privacy Policy, or about how IFPA A-NZ handles personal information, please contact:

**IFPA A-NZ Leadership Team (Privacy Officer)**

**Address:** Level 18, 1 Nicholson Street, East Melbourne, Victoria, 3002, Australia

**Email:** [infoanz@freshproduce.com](mailto:infoanz@freshproduce.com)