

# Botanic Gardens Australia and New Zealand Inc Privacy Policy

This policy was last modified on 22/04/2022

## Website Privacy Policy

*This Privacy Statement is made on behalf of Botanic Gardens Australia and New Zealand Inc and all references to 'we', 'us' or 'our' in this statement are references to Botanic Gardens Australia and New Zealand Inc.*

### Protecting your information is important

Botanic Gardens Australia and New Zealand Inc understands the importance you attach to information that identifies you (your 'personal information') and wants to help you protect it. We want you to be able to deal with us in full confidence that your personal information will only be dealt with by us in the ways we have described to you and that it will be held securely.

This Privacy Statement tells you how we collect information when you visit this site, what we do with that information and how you can gain access to personal information held by us.

### Collection of Information through the Website

Botanic Gardens Australia and New Zealand Inc collects information about you each time you come to any part of the Botanic Gardens Australia and New Zealand Inc web site. We also collect information regarding the last site you visited before coming to the Botanic Gardens Australia and New Zealand Inc web site. This information is collected for statistical analysis to continually improve the Botanic Gardens Australia and New Zealand Inc services and web site and no attempt is made by Botanic Gardens Australia and New Zealand Inc to identify the user. This information is also used to remarket to website visitors through the Google AdWords Display Network.

### What information we collect about you and what we do with it

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience  
(your information helps us to better respond to your individual needs)
- To improve our website  
(we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To improve customer service  
(your information helps us to more effectively respond to your customer service requests and support needs)
- To administer a contest, promotion, survey or other site feature
- To send periodic emails
- To advertise our services and products to you through the Google Ads Display network and/or the Facebook Ads network, using remarketing. This may be facilitated using a Pixel (or related tool provided by the network) to anonymously connect our website to their platform, or via providing the network with a encrypted identifier.

The email address you provide may be used to send you information and updates pertaining to your enquiry, in addition to receiving occasional news, updates or service information, etc. If you subscribe to receive updates from us, your email address may be used to provide relevant advertising to you.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

### When you send a message to Botanic Gardens Australia and New Zealand Inc

If you submit information to us either using an electronic form or application or by sending an email, we collect that information and use it for the purposes that you have provided it. For example, if you send us an email requesting information on one of the Botanic Gardens Australia and New Zealand Inc services, we will use the information to respond to your enquiry. Your details will not be used to add to a general mailing list, or to advertise to you, without your prior consent.

### What is a Cookie and what are they used for?

A cookie is a text file placed into the memory of your computer by our computers. A copy of this text file can be retrieved by our computer. Cookies are used for a number of purposes. We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences

and tools in the future. We also use cookies to serve ads to past website visitors, based on their past visits to our site. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business. Website visitors can opt out of Google's use of cookies by visiting [Google's Ads Settings](#). These service providers include Google Analytics, Pingdom and Hotjar. Each service provides their own Privacy Policy in relation to how their cookies are used.

## Analytics

Our website uses Google Analytics, a service which transmits website traffic data to Google servers in the United States. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and webpage usage.

To improve the user experience of this website and help ensure that our content is relevant, we use Fullstory and Hotjar to provide anonymised information about how you use our site. This includes the pages you look at and how the mouse interacts with the page. More information can be found on the [FullStory website – external](#) and [Hotjar website – external](#). [You can opt out of Hotjar directly here](#). [You can opt out of Fullstory here](#).

By using this website, you consent to the processing of data about you by Google in the manner described in [Google's Privacy Policy – external site](#) and for the purposes set out above. You can opt out of Google Analytics if you disable or refuse the cookie, disable JavaScript, or use the [opt-out service provided by Google](#).

We also use interfaces with social media sites such as Facebook, LinkedIn, Twitter, and others. If you choose to "like" or "share" information from this website through these services, you should review the privacy policy of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your visits to this site with other Personal Information. We receive aggregated statistics about the number of people who share the content on our website.

## Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## Access to Your Personal Information

You may request details of the personal information that Botanic Gardens Australia and New Zealand Inc holds about you, by writing or contacting Botanic Gardens Australia and New Zealand Inc at any time. Botanic Gardens Australia and New Zealand Inc will not deny you access to any personal information following a request for access without providing you with a reason for such a denial. We rely on the accuracy of the information you provide to us. If you think that we hold information about you that is incorrect in any way, or out of date, or you simply want to notify us of something new, please send us an email at [secretariat@bganz.org.au](mailto:secretariat@bganz.org.au) indicating that your information is incorrect.

## Updating your Personal Information

If you are aware that any of your personal information is inaccurate, incomplete or out-of-date following a request for access, or because your circumstances have changed, please inform Botanic Gardens Australia and New Zealand Inc so that we can update your records. Botanic Gardens Australia and New Zealand Inc will not refuse to make a correction without providing you with a reason for the refusal. If Botanic Gardens Australia and New Zealand Inc refuses to make a correction, reasonable steps will be taken to place with the disputed information a statement from you claiming that the disputed information in your opinion is not accurate.

## Third party links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## Online Privacy Policy Only

This online privacy policy applies only to information collected through our website and not to information collected offline.

## Your Consent

By using our site, you consent to our website privacy policy.

## Changes to our Privacy Statement

This information relates to our current privacy standards. We may vary our privacy standards from time to time. We will notify you of these changes by publishing them on this web site – we will not separately notify you of these changes.

## Feedback

If you have any comments or suggestions regarding our web site or this privacy statement please contact us here <https://www.bganz.org.au/contact/>.

## Enquiries

If you have any privacy or security concerns, please contact us here <https://www.bganz.org.au/contact/>.

## Company Details

**Botanic Gardens Australia and New Zealand Inc**

PO Box 1777, Canberra, ACT 2601