
Mid Valley Privacy Policy

The purpose of this privacy policy is to tell you what kind of information we may gather about you, how we may use that information, and whether we will disclose it to anyone else and why. Our policies comply with our obligations under the Australian Privacy Principles that form part of the Privacy Act 1988 (Cth) (Australia) as required, and are intended to protect your privacy in respect of any personal information that you may provide to us.

1. Collection of information

1.1 Customers

We will only collect personal information that we require for the purposes of our business functions and activities. Our functions and activities include providing services to our customers, retailers, our internal management needs and our marketing activities.

Mid Valley collects personal contact details from customers in a number of different ways. These include, but are not limited to the following:

- Lost & Found Register
- Hiring of centre equipment such as wheelchairs, kiddie karts
- Reporting an incident, making a complaint or providing feedback
- Entering competitions or promotions either via; entry forms, via social media or online
- Customer loyalty programs
- Access and use of our websites
- Through our CCTV systems
- Customer research

This information may be used by Mid Valley in connection with the management and security of the Centre, to obtain feedback about a customer's experiences (including with our retailers), and may be provided to law enforcement and government bodies, insurers, Mid Valley staff and subcontractors, third parties who provide Mid Valley with services from time to time and retailers for these purposes.

1.6 CCTV

Mid Valley is under video and camera surveillance. When entering the Centre, the personal information and images of customer, retailers and their staff may be collected by Mid Valley. This information may be used by Mid Valley in connection with the management and security of the Centre and may be provided to law enforcement and government bodies, insurers, Mid Valley staff and subcontractors, third parties who provide Mid Valley with services from time to time and other retailers for those purposes. This information is held securely and in a format which is access controlled, unless it is necessary to use this information for these purposes.

2. Storage

We handle all personal information carefully. We ensure that your personal information is stored securely, and have implemented policies and procedures designed to ensure that your personal information is not misplaced or misused, and that unauthorised access to, modification of, or disclosure of your personal information does not occur.

3. Online privacy

This section of our Privacy Policy deals specifically with our online services which includes any services that are provided by us via the Internet. This may include email, social channels, our website at www.midvalleyshoppingcentre.com.au and any other promotional websites that may operate from time to time.

3.1 Server logs

Our web server automatically collects various items of information when you use our web site, including:

- Your IP (Internet Protocol) address;
- Information about the operating system and Internet browser software you are currently using; and
- The data that you download from our websites(s) and when you download it

Although, in some circumstances, it may be possible to identify you from this information, we do not attempt to do so, and only use this information for statistical analysis, system administration, and similar purposes. This information is not disclosed to any other party.

3.2 Mailing list, email and feedback forms

We may collect personal information from you (such as your name, email address, and any other personal information you provide) if you sign up to our mailing list, send us email or if you submit information to us using a message or feedback form. We will use this personal information to contact you to respond to your message, and for other related purposes we consider are within your reasonable expectations or for which you have consented.

3.4 Cookies

Our websites may use cookies to make it easier for you to load the pages on future occasions. Information stored in cookies is not used by us for the purpose of tracking your use of these web sites.

4. Use and disclosure

We will use and disclose your personal information for the purposes for which we collected it, for other related purposes that you would reasonably expect, and as otherwise permitted or required by law.

5. Alterations

We reserve the right to amend this Privacy Policy at any time.