

At Metropolitan Memorial Parks, we take great care with practices that affect personal privacy. This includes taking all reasonable technical and organisational precautions to protect an individual's personal information from unauthorised use or alteration.

This Privacy Statement outlines how we collect, use, and protect the personal information of our website visitors. By accessing our website, you consent to the collection, use, and disclosure of your personal information as described in this statement. We encourage you to read this statement carefully and contact us if you have any questions or concerns.

Accountability

The employees who maintain our websites are subject to the [Privacy and Personal Information Protection Act 1998](#) and our [Privacy Management Plan](#).

Protecting your privacy when you access our online services

Why we collect your details

We provide a wide range of services that can be accessed online from information on our services and facilities through to news, events and ways to engage with our cemeteries.

There are many aspects of our websites that can be used without providing personal information. From time to time, we may need to collect your personal information to assist with the service we provide and/or to provide further information. For example, if you wish to register for our newsletter. The supply of this information is voluntary. However, if you do not provide this information, we may be unable to provide access to particular services.

How we use your information

We will use your personal information for the purpose for which it was collected and may also use it as is necessary for the exercise of other functions, such as updating our customer records or letting you know about other services and events. We may also share your personal information within our business units to support the provision of services to you.

Protecting your privacy when you sign up to our eNewsletters

Why we collect your details when you sign up to our eNewsletters

We are collecting your personal information so we can email you newsletters on the topics you have selected. The supply of this information is voluntary. However, if you do not provide this information, we may be unable to send you these newsletters. We may also use this information to send you content on relevant topics, services or events. You may unsubscribe from these eNewsletters at any time.

How we receive and store your information

Our employees are the intended recipients of this information. The personal information we collect is held in secure digital storage facilities.

How you can update your personal information

You have a right to access and/or update your information, subject to exceptions allowed by law. For security reasons, all requests to amend personal information must be provided in writing, via the following contact methods:

Email: marketing@mmpm.com.au

Post: Attention Marketing and Stakeholder Engagement
Metropolitan Memorial Parks
PO Box 291, Lidcombe NSW 1825 Australia

Access enquiries can be directed to Marketing and Stakeholder Engagement on phone: 02 8575 8100.

Websites

Data that in some way identifies the user is gathered during various interactions with our websites.

This includes non-personally identifiable data that is used internally for the purpose of determining website traffic and trends, and for delivering personalised content to users. It may also include personally identifiable data, which is required during certain interactions with our websites.

Non-personally identifiable data

- **Computer information**
 - This includes a website users machine identity (IP address). It is a necessary part of visiting any website for the web browser to provide the IP address to the web server so it can address the reply to the correct machine. In addition, the browser type and operating system are provided.
- **Navigation and clickstream data**
 - This includes information on the various pages that website users have browsed. Browsing any website generates a trail of the pages visited and the time spent viewing each page.

Personally identifiable data

- **User feedback**
 - This includes feedback from website users to improve the services we provide. Providing feedback is voluntary and does not in any way affect a user's access to our websites.
- **Polls and surveys**
 - This includes information provided from website users through online surveys and voting polls, which may exist to facilitate stakeholder consultation.
- **Subscription details**
 - This includes information provided by users subscribing to our electronic newsletters. It may include contact information and topics of interest. We may also use this information to send content related to services or events.
- **Requests and registrations for services, events and deceased search**
 - This includes information provided by website users that register for and/or request services online, for example, registering for events or tours, booking services and our deceased search facilities.
- **Completing forms and applying for employment and/or contracts**
 - This includes information provided when completing contact forms, sales enquiries, or applications for employment.

Cookies

Our websites use cookies and similar technologies to enhance your browsing experience and personalise content and advertising. By using our websites, you consent to the use of cookies in accordance with this notice.

What are cookies?

Cookies are small data files that are stored on your device when you visit a website. They are used to remember your preferences, enhance your user experience, and provide targeted advertising. Cookies can be either session cookies or persistent cookies. Session cookies are deleted when you close your browser, while persistent cookies remain on your device until they expire or are deleted manually.

Types of cookies

Our websites use the following types of cookies:

- **Essential cookies:** These cookies are necessary for the website to function properly and cannot be disabled.
- **Performance cookies:** These cookies collect information about how visitors use the website, such as which pages are visited most often. This information is used to improve the website's performance and user experience.
- **Functionality cookies:** These cookies remember your preferences, such as language or location, and provide enhanced features and content.
- **Advertising cookies:** These cookies are used to deliver personalized advertising based on your browsing history and preferences. They may be used by third-party advertisers.
- **Managing cookies:** You can manage your cookie preferences by adjusting your browser settings. However, please note that disabling cookies may affect your user experience and some website features may not function properly.
- **Third-party cookies:** Our websites may use third-party cookies from partners such as Google Analytics or social media platforms. These cookies may collect information about your browsing habits and preferences and may be used for advertising purposes. Please refer to the respective privacy policies of these partners for more information on their data collection and use practices.

Online advertising

We may from time-to-time use online advertising to assist us in tailoring our marketing content and improving user experience on our websites.

This includes remarketing services (also known as interest-based advertising) to show advertisements across the internet to previous visitors to our website. This is done using browser cookies, pixels and related technologies that identify whether the computer or mobile device, but not the person using the computer, has previously interacted with particular web pages or advertisements. Only non-personal information is collected.

In this process we will use demand side technology that accesses publishers, such as Google to collect this information on our behalf. Users can opt-out of providing this non-personal information by going to aboutads.info/choices/ and selecting the publishers they wish to opt-out of.

Data storage, use, disclosure and retention

All data described in the preceding paragraphs may be stored and archived for at least 1 year and quite probably 7 years. Unless stated otherwise, this data is used by our employees responsible for maintaining our websites, portals and eNewsletter platforms. This includes:

- website and system administration, including monitoring to prevent security breaches
- customising the website to meet user needs
- evaluation, research and development.

Identified data can only be disclosed to a user if the user provides a written request. Personally identified data may be disclosed to a third party only in circumstances where such disclosure is legally authorised, such as in the investigation of a criminal offence in compliance with a search warrant or subpoena.

Users 16 years and under

If a website user is aged 16 or under, we require permission from their parent or guardian before they provide personal information through our websites. Users without parental or guardian consent are not allowed to provide us with personal information.

Updates

We are committed to protecting your privacy and ensuring that our website's privacy statement accurately reflects our data protection practices. We may update this privacy statement from time to time to reflect changes in our data collection, use, or protection practices, or changes in relevant data protection regulations.

We encourage you to review this privacy statement periodically to stay informed about how we are protecting your personal information. If we make any material changes to this privacy statement, we will provide notice on our website or via email, as appropriate. By continuing to use our website after we have updated this privacy statement, you are consenting to the revised terms.

Contacts

If you believe that we have not followed the principles of this privacy statement or would like to comment, please contact Governance Legal and Risk, Metropolitan Memorial Parks, via Rookwood Cemetery on 02 8575 8100 or email marketing@mmplm.com.au.