



## Essential Training | Privacy and Confidentiality Policy

### Policy

Essential Training Pty Ltd trading as Essential Training is committed to protecting the privacy of your personal information. Information collected will be in accordance with the Privacy Act 1988 (Cth) (Privacy Act) and in particular, the Australian Privacy Principles.

As a Registered Training Organisation (RTO), Essential Training is obliged to maintain effective administrative and records management systems. This involves the collection and retention of personal information from students in secure student records. It is Essential Training's policy to abide by the Privacy Act and ensure all staff are scrupulous in using student information only for the purposes for which it was gathered, and that all students will have access to their own records upon request.

### Policy Purpose

This Privacy Policy (Policy) describes how we collect, hold, use and disclose your personal information, and how we maintain the quality and security of your personal information.

### Types of personal information we collect

We collect personal information only that is necessary for operating as a Registered Training Organisation, including but not limited to RTO compliance adherence with the Standards for RTOs 2015, governed by the Australian Skills Quality Authority (ASQA). This process is conducted by lawful and fair means.

We will collect personal information necessary to market and deliver our services and products, which may include the following:

- Personal contact information – for example, your name and contact details such as your email and home addresses
- Demographic information – any information that describes your demographic characteristics or your personality, values, attitudes, interests, and lifestyles including personal information such as your date of birth, gender and geographic location;
- Account login information – including any username or passwords allocated by us or used by you to access our online services and products;
- Payment information – if you are a customer that is responsible for payments to us regarding our services and products, we may securely store payment related information (including direct debit or credit card details);
- Website usage information – for example we may hold information regarding your access to our website applications. This may include how you navigate our websites (i.e. date and time of your visit and interactions made with our website);
- Consumer-generated information – for example, information that you enter and submit to us or third parties during your use of our services and products, either through our online website, hardcopy forms or through social media sites such as Facebook;
- Social network platforms – information that you share as part of your profile on a social media website;
- Technical computer information – any information about a computer system or other technological devices that you may be using to access one of our websites or applications; and
- Government issued identifiers, such as Tax File Numbers, Australian Business Numbers and Unique Student Identifiers (which are only used in accordance with the Privacy Act).



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### How we collect personal information

Generally, we will collect this information directly from you but in some cases it will be collected through other forms, including the following:

- Websites – this may include any Essential Training Pty Ltd websites or consumer-directed websites that we run on third party social network sites such as Facebook;
- Social networking sites – personal information may be collected when you interact with social networking features such as “Facebook Connect” or “Facebook Like” when these features are integrated in our sites or applications;
- Hardcopy forms – any training course enrolment forms. Booking forms, promotional, marketing or other general forms that you may complete;
- Consumer Services call center – personal information may be collected via our call center, for example, where you have provided us with feedback or called regarding a query; and
- Data from third parties – although we generally only collect personal information from you directly, we may be provided with information from third parties. For example, third parties who we engage to run promotional activities, third parties who we may acquire and information we may require when we consider business customer credit applications.

### Use and disclosure of personal information

Essential Training may collect and use your personal information for some or all of the following purposes (not all of which will be relevant for every individual):

- Marketing our services and products to you through emails, newsletters, promotions etc. where you have opted-in to receive marketing updates, or you have agreed to be included in our promotional activities. We may use your personal information in this regard in the following ways;
- General marketing communications – to send you communications by post, text message or email; and
- Targeted advertising – this may include where we match information you have provided with similar information on third party sites (data-matching).
- Managing your account(s) with us –to maintain your account(s) with us, including maintaining any loyalty rewards that you may be entitled to;
- Monitoring, developing and improving our services and products – to improve our services and products, tailor them to your needs, come up with new services and products ideas and inform you of any changes to our services and products;
- Order fulfilment – this may include using your details to keep you informed of the general status of any orders or bookings you have placed with us;
- Consumer/customer service –to provide you with customer service, including responses to your inquiries, complaints and general feedback about our services and products;
- Website improvement and personalisation – to improve and personalise your experience on our websites and applications;
- Website community features – to give you access to website community features including features that may allow you to upload and share pictures, videos or other messages or content; and
- Other general purposes – for other general business purposes such as to maintain the day-to-day operation and security of our websites and applications and to conduct internal marketing and demographic studies and to contact you for consumer research.

We may disclose personal information to third party suppliers that we use in the course of providing our services and products, our related bodies corporate and our advisors. We may also disclose personal information to government and regulatory authorities and other organisations, as required or authorised by law.



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We will take reasonable steps to ensure that any third party to whom we disclose personal information are bound by confidentiality and privacy obligations in relation to the protection of your personal information. Please note that third parties may also collect personal information directly from you.

We may disclose your personal information to our related bodies corporate if it is necessary for one of the purposes for which the information has been disclosed to us. Apart from this, your personal information is never shared, sold, rented or otherwise disclosed except if required by law or with your consent. At any time you may opt-out of receiving any communications from us (other than as required for the operation of our business e.g. regarding payment of accounts). *See below for our contact details should you have any questions about your information stored.*

### Security

We will ensure any personal information we collect, use or disclose is accurate, complete and up-to-date. You should inform us promptly if there are any changes to any of your personal or company information. We will take all reasonable steps to:

- protect the personal information we hold from misuse and loss and from unauthorised access, modification or disclosure; and
- destroy or permanently de-identify personal information if it is no longer needed for any purpose for which the information may be used or disclosed under this policy (unless we are required by law to keep it).

### *Access, accuracy and corrections*

You have a right to request a copy of the personal information we hold about you at any time. If your personal information changes, if you have a concern about how we are handling your personal information, or if you no longer require our services, we will endeavour to provide a way to correct, update or remove the personal data you have provided to us. You may also request us to amend your personal information where you believe it is out-dated or inaccurate.

### *Anonymity*

Where it is practical and legal to do so, we will generally provide you with the ability to interact with us anonymously.

### *Sensitive information*

We will not collect, use or disclose sensitive information (such as information about racial or ethnic origins or political or religious beliefs) except with your specific consent or in the circumstances permitted in the Privacy Act.

### *Clickstream Data*

Each time you visit our web site(s) our server collects some anonymous information, known as clickstream data, including the type of browser and system you are using; the address of the site you have come from and move to after your visit; the date and time of your visit; and your server's IP address.



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Essential Training may collect this information for statistical purposes to find out how our web site(s) are used and navigated, including the number of hits, the frequency and duration of visits, most popular session times. We may use this information to evaluate and improve our website performance.

### *Cookies*

A Cookie is a piece of information that our web server may send to your machine when you visit our web site(s). The Cookie is stored on your machine, but does not identify you or give us any information about your computer. A Cookie helps us to recognise you when you re-visit our web site(s) and to coordinate your access to different pages on our web site(s). With most Internet Browsers, you can erase Cookies from your computer hard drive, block all Cookies, or receive a warning before a Cookie is stored. If you want to do this, refer to your Browser instructions or help screen to learn more.

### *Links to other sites*

Websites operated by us may contain links to other sites operated by third parties. We make no representations or warranties as to the privacy practices of any third-party site and are not responsible for the privacy policies of other sites. We advise that you check the privacy policies on those sites.

### Future changes to this policy

We may change this policy from time to time and will notify you by posting an updated version of this policy on this website. This document represents our policy as at May, 2023.

### Learner records/Access to Course or Academic Information held on file

You may access or obtain a copy of the records that Essential Training holds about you at any time. This includes records of course participation and progress. You must make this request in writing, addressed to the Training Manager. There is no charge to access your records and you will receive the information (in-person or via post to your home address on file) within 10 days of receipt of the request.

Where access is provided to review the contents of a confidential academic or personal file, photo ID will be required for verification and access will be granted in the presence and supervision of an authorised Essential Training staff member. Where copies of records are to be provided via post, records will only be sent to the home address the RTO holds on file for the student.

Essential Training will not keep your personal information for longer than we need to. In most cases, this means that we will only retain your personal information for the duration of your relationship with us, unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations as an RTO - Essential Training will keep student records for up to 30 years (or as long as required depending on current compliance standards)



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A student may request a Record of Results at any time via email or phone. Access to records may be provided by:

- making copies of documents held in a file;
- giving access to the student to review their file;
- providing a copy of an up-to-date Statement of Attainment; or
- other means necessary to grant access to current and up-to-date records.

Please note that copies/re-prints of Result Records, Statements of Attainment and Qualification Certificates attract a fee (as outlined in our Fee Policy and Learner Handbook).

### Contacting us, complaints and further information

If you have any questions about our privacy policy, or any complaint or concern regarding your privacy information held by us, please contact us as follows:

Email: [training@et.wa.edu.au](mailto:training@et.wa.edu.au)

Telephone: (08) 6111 7093

Or in-person or by mail at: Essential Training, Unit 2/40 Lord Street, East Perth WA 6004.

Please allow up to 10 days for Essential Training to respond to your complaint. It will not always be possible to resolve a complaint to everyone's satisfaction. If you are not satisfied with the RTO's response to your complaint, you have the right to contact the Office of Australian Information Commissioner (at [www.oaic.gov.au/](http://www.oaic.gov.au/)) to lodge an external complaint.

Document control:

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Policy reviewed and updated	May 2023
Authorised by	Training Manager, Daniel Kalinowski



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