



MMA Privacy Policy

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Owner: Chief Legal & Commercial Officer
Document Number: QMS-POL-06 Privacy Policy
Issue Number: 5
Issue Date: September 2023
Review Date: February 2025
Next Review Date: September 2025

Approved

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Privacy Policy

This Privacy Policy is issued by the Melbourne Market Authority (“the MMA”) in accordance with its obligations under the Privacy and Data Protection Act 2014 (Vic) (“Privacy and Data Protection Act”).

The MMA is a statutory authority established by the Melbourne Market Authority Act 1977 (Vic) (“MMA Act”) and is responsible for the management of the Melbourne Wholesale Fruit, Vegetable and Flower Market (“Melbourne Market”) and the Melbourne Market land.

Definitions

In this Privacy Policy the term “personal information” has the meaning provided in section 3 of the Privacy and Data Protection Act.

Policy scope

This Privacy Policy applies to all employees, contractors, consultants, people who apply to gain entry to the Melbourne Market and any other individual that interacts with the MMA.

Information collected

Typically, the MMA may collect and hold personal information including but not limited to the following:

- contact details (name, home address, telephone and email);
- date of birth and gender;
- drivers’ and/or forklift licence;
- vehicle registration numbers;
- employment details of Melbourne Market employees;
- details of your access card, including times and dates of entry to the Melbourne Market;
- financial information associated with your access to the Melbourne Market;
- interactions with the MMA which relate to the Melbourne Market Authority By-laws 2012;
- produce specialisation and details of industry awards and membership of industry bodies;
- occupation and employment details including employment status and any previous work experience;
- if you download or use the MMA’s mobile app, any other information you provide in connection with your use of that app (including your user type, such as if you are a buyer or store holder at any of our market locations, the password you use to log in to your account for our app and your notification and communication preferences for our app); and
- information from or in connection with your resume or job application if you apply for a position with us.

Purpose of collection

The MMA respects the privacy of your personal information. The information that it collects about you is for the primary purpose of enabling the MMA to grant and regulate your access to the Melbourne Markets in the manner prescribed by the MMA Act. It is also necessary for the MMA to collect this information from you to:

- assess your ability to operate within the Melbourne Markets;
- be able to communicate with you;
- carry out day to day administrative tasks;
- inform you about events and activities relevant to the Melbourne Markets;
- assist us in providing services to those who access the Melbourne Markets;
- facilitate internal planning;
- fulfil its obligations under the MMA Act;
- help the MMA manage its business operations;

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- for business support purposes including maintenance, backup and audit;
- process any job application submitted by you;
- respond to any queries or complaints you may have;
- help the MMA to manage and enhance goods and services it procures from its suppliers and subcontractors;
- share your business information and contact details with Fresh Markets Australia for Fresh Markets Australia to publish those details in a publicly available online directory promoting Australian produce, unless you ask us not to share your information with Fresh Markets Australia;
- if you download or use the MMA's mobile app, to provide our mobile app to you and to tailor our mobile app to your preferences and interests; and
- share your business and contact details with other parties in connection with the produce industry including Fresh Markets Australia and Fresh State, for those parties to communicate with you or promote their products and services to you, unless you ask us not to share this information with third parties for these purposes.

The MMA collects and records personal information about individuals such as:

- the MMA's tenants, potential tenants and their representatives;
- the MMA's suppliers and potential suppliers and their representatives, directors, partners, proprietors and shareholders;
- the MMA's contractors and subcontractors and potential contractors and subcontractors and their representatives in relation to providing goods and services to the MMA;
- the MMA's employees past and present, including applicants;
- users of the MMA's mobile app; and
- other individuals who come into contact with the MMA.

Information collected via our website

Personal information may be collected by the MMA and our third party service providers who assist us in operating our website <https://www.melbournemarkets.com.au/>, and any other website we operate from time to time (collectively the "Website").

We may use various technological methods from time to time to track the visiting patters of individuals accessing our Website, including but not limited to the methods set out below.

The MMA uses Google Analytics to help analyse how you use our Website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated is used to create reports about the use of our Website. Google will store this information. We will not (and will not allow any third party to) use Google Analytics to track or collect any personally identifiable information of visitors to our Website. We will not associate any data gathered from this Website with any personal information from any source as part of our use of Google Analytics.

The MMA also uses web beacons. Web beacons are images that originate from a third-party site to track visitor activities. We use web beacons to track the visiting patters of individuals accessing our Website.

Marketing

Personal information is also used by our marketing department. We use your personal information to send you MMA's promotion and customer information material by email or mail. This material includes new buyer kits, mystery shopping results and business correspondence.

Examples of the promotional activities conducted by our marketing department include the Fruit and Vegetable Directory, newsletters, National Flower Centre Directory and other public promotions, competitions and publications associated with trade at the Melbourne Markets.

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If you do not wish to receive promotional material from MMA you may opt out of receiving this material by contacting us using the details set out at the end of this Privacy Policy.

Use and disclosure of personal information

Personal information that is collected by the MMA will be used by, and disclosed to, MMA employees or contractors whose duties require them to use it including for the purposes set out in this Privacy Policy. Such employees and contractors are required to protect and handle your personal information in accordance with the Privacy and Data Protection Act and any other applicable legislation regulating the collection, use, disclosure, storage and destruction of personal information.

The MMA may disclose, or provide access to, your personal information to third parties in connection with the purposes described in this Privacy Policy. Depending on the circumstances and the nature of your engagement with the MMA, the MMA may disclose your personal information to third parties that provide products and services to or through the MMA, or to other third parties (such as your referee(s) in connection with a job application you have submitted).

In addition, under section 8 of the MMA Act, the MMA must provide to the Responsible Minister any information, reports and documents relating to the MMA policies and activities that the Responsible Minister requests. This may include your personal information.

The MMA may otherwise collect, use or disclose your personal information where the collection, use or disclosure is:

- in accordance with this Privacy Policy or any agreement you enter into with the MMA, or
- required or authorised by law, including without limitation the Information Privacy Principles under the Privacy and Data Protection Act.

Transfer of personal information

Generally, the MMA does not transfer personal information interstate or overseas. However, in certain circumstances some of your personal information may be disclosed, transferred, stored, processed or used interstate or overseas by the MMA, or by third party service providers. This may happen if:

- the MMA provides your personal information to Fresh Markets Australia (which may use it for Queensland-based activities, for example);
- the MMA outsources certain activities interstate or overseas;
- transactions, information, services or products have an interstate or overseas connection; or
- the MMA's computer systems including IT servers are located interstate or overseas.

Consequences if personal information is not provided

If you choose not to provide the personal information listed above your Access Card will be cancelled or not issued, and your ability to gain entry to the Melbourne Markets may be limited or removed. In addition, the MMA may not be able to provide you with any requested information or services, or effectively conduct its relationship with you.

Protection of your personal information

The MMA aims to keep your personal information secure. Any personal information that is collected by the MMA is protected by safeguards including physical, technical (firewalls, SSL encryption etc.) and procedural methods. MMA reviews its information security processes regularly.

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Access to and correction of personal information

You can request access to any personal information the MMA may have collected about you. Also, you may request correction of your personal information if it is not accurate, complete or up-to-date. You can make an access request or a correction request using the contact details set out below.

The MMA will take reasonable steps to ensure that the personal information it collects, uses and discloses is accurate, complete and up to date. To assist the MMA in this task and to ensure the quality and accuracy of the information that the MMA holds, you must update your information when your personal and employment details change.

In some cases the appropriate means to access and correct information held by statutory authorities such as the MMA may be under the Freedom of Information Act 1982 (Vic).

Complaints and how to contact us

For any questions or concerns you may have arising from this Privacy Policy, to make a complaint about our handling of your personal information or to seek access to or correction of your personal information, please contact:

MMA Privacy Officer or Freedom of Information Officer, 1/55 Produce Drive, Epping, Victoria, 3076 – Ph. 9258 6100. Email: privacy@melbournemarket.com.au or foi@melbournemarket.com.au.

Date of last update

This Privacy Policy was last updated in February 2025.

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