

Privacy Policy

Primary Comms Group protects personal information it collects and handles in accordance with the National Privacy Principles (NPPs) contained in the Privacy Act 1988 (Cth). Our privacy policy sets out how Primary Comms Group collects and handles personal information.

What is personal information?

Personal information is information or an opinion that identifies an individual, or could reasonably identify an individual.

Why does Primary Comms Group collect and handle personal information?

Like many organisations, Primary Comms Group collects and handles personal information in order to communicate with people and meet its business obligations. Primary Comms Group does not generally collect any sensitive personal information.

How does Primary Comms Group collect personal information?

Primary Comms Group may collect personal information from an individual:

- By telephone
- By mail or email
- Through websites
- Via social media, or
- In person.

Wherever possible, Primary Comms Group will collect information directly from an individual.

Whose personal information does Primary Comms Group collect?

Primary Comms Group may collect personal information about:

- Individuals who contact us with an inquiry
- Individuals who participate in stakeholder or focus groups run by Primary on behalf of its clients
- Our business associates
- Goods and services providers (including contractors), and
- Job applicants.

What personal information does Primary Comms Group collect?

The types of personal information that Primary Comms Group may collect include:

- Name of individual
- Name of organisation that individual represents
- Job title (if relevant)
- Contact address
- Telephone numbers

- Fax number
- Email address

Resumes and other information provided to Primary Comms Group as part of a job application, and where necessary, financial details (such as in order to conduct business with contractors).

Does Primary Comms Group collect sensitive personal information?

Typically, Primary Comms Group does not collect sensitive personal information. Primary will only collect sensitive information, as defined by the Privacy Act, with an individual's consent or where collection is required by law.

How does Primary Comms Group use and disclose personal information?

Primary Communication may use personal information it collects in order to:

- Respond to enquiries
- Provide information to an individual about a Primary Comms Group initiative, or an initiative of its clients
- Conduct business with its business associates and contractors
- Contact an individual regarding matters that it believes will be of interest to them, and/or
- Assess a job application and communicate with job applicants.

Primary Comms Group will only disclose personal information about an individual with that individual's consent or where disclosure is required or authorised by law. Primary Comms Group does not disclose personal information to third parties for commercial or other unrelated purposes.

What do I do if I receive a mass communication from Primary Comms Group?

Individuals who receive an email newsletter or other marketing material from Primary Comms Group, will have the opportunity to opt out of further communications of this nature.

Use of AI Tools

We use artificial intelligence (AI) tools, including large-language models like ChatGPT Workspace, to assist with internal processes such as content ideation, productivity and drafting materials.

When we use these tools, all outputs are reviewed and verified by our staff before any use, publication or disclosure to clients or external audiences. We do not use AI to make automated decisions about individuals.

Personal data is only used with appropriate protections in place – if such data is processed by the AI tool, it is handled in accordance with this privacy policy, applicable data protection laws and our AI policy.

Access and correction

Individuals have the right to request access to and/or correct the personal information that Primary Comms Group holds about them. If you wish to request access or a correction, please contact Primary Comms Group's Privacy Officer at the details set out below. Primary Comms Group may request evidence of your identity before granting a request for access or correction.

Enquiries and complaints

If you wish to make an enquiry or complaint relating to the handling of your personal information, please contact Primary Comms Group's Privacy Officer at the address set out below. Primary Comms Group will endeavour to respond promptly.

Changes to policy

Primary Comms Group may review and update this privacy policy to take account of new laws, reflect changes to our operations and technology including the use of AI tools. Please visit this page periodically to check for updates.

Privacy Officer

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