CONNECTED TV MARKETING ASSOCIATION

Privacy Statement

Personal information, website data and communications

1. About this statement

This Privacy Statement explains how Connected TV Marketing Association Ltd (CTVMA) collects, uses, stores and handles personal information through its website and related activities, including enquiries, membership applications and newsletter subscriptions.

2. CTVMA and privacy obligations

CTVMA is an Australian public company limited by guarantee. Based on the organisation's current understanding, it is not an entity required to comply with the Australian Privacy Principles under the Privacy Act 1988 (Cth). This position should be reviewed if CTVMA's activities, turnover or circumstances change, or if an exception or other legal obligation applies. CTVMA aims to handle personal information responsibly and in accordance with the practices described here.

3. Information collected

Depending on how you interact with CTVMA, we may collect your name, business contact details, organisation, professional role, information supplied in enquiries or membership applications, and newsletter preferences. We may also collect technical and usage information, including device and browser information, pages visited and interactions, using analytics tools and cookies.

4. How information is collected

We generally collect information directly when you submit a contact form, membership application, newsletter subscription or other communication. Some technical information may be collected automatically through cookies, analytics and website technologies.

5. How information is used

CTVMA may use personal information to respond to enquiries, assess and administer membership applications, provide membership communications, distribute newsletters and updates, manage events and industry engagement, operate and improve the Website, maintain security, and meet applicable legal or administrative requirements.

6. Service providers and disclosure

CTVMA uses service providers to support its website, communications and administration, including Microsoft Corporation services. Information may be handled by providers when they perform services for CTVMA. CTVMA does not sell personal information. Before publication, CTVMA should verify the specific providers, contractual arrangements and any access, processing or storage locations. Australian storage does not necessarily rule out overseas access or processing unless confirmed.

7. Cookies and analytics

The Website uses cookies and analytics technologies to support functionality and understand website usage. You may be able to manage cookies through your browser settings. Disabling some cookies may affect website functionality.

8. Storage and security

9. Newsletters

You can unsubscribe from CTVMA newsletters using the unsubscribe facility included in the communication. CTVMA may retain limited information necessary to record and respect your unsubscribe preference.

10. Access, correction and enquiries

To request access to or correction of personal information, or raise a privacy concern, please contact CTVMA through https://www.ctvma.org.au/contact. Requests will be considered having regard to applicable law and the information available to us.

11. Changes

CTVMA may update this statement as its activities, systems or legal obligations change. The current version will be published on the Website with its effective or review date.

Connected TV Marketing Association Ltd · ACN 164 965 057 · Victoria, Australia

https://www.ctvma.org.au/contact