

Privacy Policy – Specialised Events

Effective Date: 1 January 2025
Business Name: Specialised Events Pty Ltd
ABN: 22084143037
Contact: Tel: 03 9999 5460 Email: info@specialisedevents.com.au
Website: www.specialisedevents.com.au

1. Collection of Personal Information

We collect personal information to facilitate and manage trade show events, including:

- Attendee registration and ticketing
- Exhibitor and sponsor onboarding
- Event communications and updates
- Lead capture and networking features
- Surveys, competitions, and feedback

Information we may collect:

- Full name and job title
- Company name and industry
- Email address and phone number
- Preferences and interests (e.g. product categories)
- IP address and browser/device data (for analytics)

2. Use of Personal Information

We use your information to:

- Register and manage your participation in trade shows
- Provide event updates, schedules, and logistics
- Facilitate networking between attendees and exhibitors
- Send marketing communications (only with your consent)
- Analyse event performance and improve future experiences
- Fulfil legal and regulatory obligations

3. Disclosure to Third Parties

We may share your information with:

- Ticketing Companies
- Marketing and logistics partners
- Exhibitors and sponsors (if you opt in during registration)
- Government or regulatory bodies when required

We do **not** sell or rent your personal information.

4. Consent and Opt-In

You provide consent by:

- Registering for a trade show
- Ticking opt-in boxes during registration or badge scanning
- Participating in competitions or surveys

You may withdraw consent at any time by contacting us.

5. Data Security

We take reasonable steps to protect your personal information, including:

- Secure servers and encrypted data transfers
- Role-based access controls
- Staff training and confidentiality agreements
- Regular system audits and updates

6. Access and Correction

You have the right to:

- Access the personal information we hold about you
- Request corrections to inaccurate or outdated information
- Remove yourself from email mailing lists

To make a request contact us at info@specialisedevents.com.au or to unsubscribe you can also use the unsubscribe link on the email communication

7. Complaints

If you believe your privacy rights have been breached, please contact us at info@specialisedevents.com.au. You may also lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)** via www.oaic.gov.au.