



Privacy Policy

Approved by the Board on 19 February 2026 Resolution Number 791

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Definitions

Handling means collecting, using, storing, disclosing, transferring, de-identifying or destroying personal information.

Health information, or **HI**, includes information about an individual's physical or mental health or disability, expressed wishes about health services, or genetic information predictive of the individual's health.

Information Privacy Principles, or **IPPs** are the core principles of privacy law in Victoria and set out the minimum standard for how personal information is managed at ACMI and other government organisations. They are set out in Schedule 1 of the *Privacy and Data Protection Act 2014*.

Personal information, or **PI**, means information or an opinion, whether recorded or not, about an individual whose identity is apparent or can reasonably be ascertained.

Sensitive information, or **SI** means information or an opinion about an individual's racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs, trade or professional association membership, sexual orientation or practices, or criminal record.

Unique identifier means an identifier (usually a number) uniquely assigned to an individual for operational purposes.

Victorian Protective Data Security Framework, or **VPDSF** provides direction to ACMI about data security obligations.)

Policy Objective

ACMI respects the privacy of individuals and takes great care to handle it appropriately.

When we are handling personal information, ACMI complies with the following legislation:

- *Privacy and Data Protection Act 2014 (Vic)* (containing the 10 IPPs and the VPDSF)
- *Public Records Act 1973 (Vic)*
- *Health Records Act 2001 (Vic)*
- *Freedom of Information Act 1982 (Vic)*

This Policy applies to:

- visitors and users of ACMI's website at www.acmi.net.au and any other ACMI-operated website and microsite; and
- all individuals and entities who interact with ACMI, including agents, visitors, guests, customers, other users of ACMI's services, contractors, subcontractors, employees, representatives, volunteers, and participants in ACMI events.

We may amend this Policy from time to time. The current version of this Privacy Policy will be posted on our website.

What information does ACMI collect?

ACMI collects personal information and – more rarely – sensitive and health information. ACMI collects personal, sensitive and health information only where it is relevant and necessary to perform our functions. We may also collect information such as gender identity, preferred name, cultural or language background, opinions, and biographical information.

We may also collect non-personal information and data – this is general information that cannot be linked to you, or any individual person.

When does ACMI collect personal information?

ACMI will collect personal information when we need it to be able to undertake our functions (set out in the *Film Act 2001*) and to deliver our services.

When ACMI collects your personal information, we will take reasonable steps to ensure that you are aware of:

1. who is collecting your information,
2. how you can gain access to your own information and how to contact us,
3. the purpose for collecting the information,
4. any individuals or organisations this information would usually be disclosed to (where relevant),
5. any law that requires the information to be collected (where relevant), and
6. what happens if you do not provide the information.

The sort of functions that may need ACMI to collect personal information include:

- ticketing
- visitor feedback and comments, participation in market research and evaluation, education, community programs, public enquiries
- providing personalised visitor content
- collections, research and exhibitions
- memberships and subscriptions
- marketing and communications
- fundraising
- governance
- stakeholder management (including complaint handling and resolution)
- staff and volunteers – recruitment and employment
- events and film festivals
- commercial (including online transaction services to purchase goods or services) services
- general operations
- to maintain a safe environment and use of CCTV

- to provide personalised online content or certain services such as our on-demand streaming service
- to process orders from our online store.

ACMI will collect personal information in a fair and lawful manner. Where practicable and reasonable, we will obtain personal information directly from the relevant individual concerned. If you provide any personal information about someone else, please make sure that the other person consents to this.

Any personal information collected by ACMI will only be used for the purposes for which it was collected or as otherwise permitted in accordance with the Information Privacy Principles. We may disclose personal information to authorised contractors, subsidiaries, service providers and third-party affiliates, as required by law or other regulation, or as set out below.

You may choose to interact with ACMI anonymously or using a pseudonym (for example, you can browse ACMI's website or buy tickets in person without disclosing personal information). Some ACMI services may not be available to you if ACMI does not have sufficient personal information.

Children under 13 years

ACMI does not intentionally solicit personal information from children. Visitors under 13 years of age should obtain a parent's or guardian's permission before submitting any personal information to ACMI.

Buying Tickets

ACMI tickets purchased using a credit card online are processed by a merchant provider. This provider keeps your financial information in a secure location and encrypts your details. ACMI does not receive your personal or financial information from the merchant provider. To better understand our customers, when you pay for your ticket in person, ACMI may ask for your postcode or other information. Providing this information is always optional.

When you buy tickets on ACMI's website for programs or events run by, or in partnership with, other organisations, you will be given the option to actively opt-in to hear from those organisations, as well as ACMI, at the time you book. If you give us permission, ACMI may provide your personal information to those third-party organisations.

Using the Lens

ACMI provides all visitors to the ACMI museum at Federation Square with the opportunity to take and use a Lens. The Lens allows visitors to select and collect objects and media to watch or play at home. You do not have to provide any personal information to use a Lens in the museum. Once at home, you will need to create an account (via your valid email or mobile) so that you can access the specific objects and media collected on the Lens. You can use any email address or mobile number provided you can receive messages – including free anonymous email services. This email address or mobile number will be stored in ACMI's customer database.

Our Customer Database

ACMI maintains a number of databases of customer information to promote and deliver its programs. This information is stored and managed within a Customer Management and Ticketing system trusted and used by arts organisations and film festivals around the world. This information is used for printed mail as well as email. You will only be added to ACMI's marketing database if you consent to receive promotional information. You can opt out of this at any time. To do this, click on the unsubscribe link within each email or newsletter type you have previously subscribed to.

ACMI does not sell or rent its customer data to other businesses. ACMI may, from time to time, provide you with information about third party products and services we think will interest you. In these cases, your personal information is never available to the third party, it is your decision as to whether you interact with those organisations.

ACMI may use de-identified information for evaluation and research purposes, and in some cases, disclose de-identified information to third parties.

ACMI will not assign to or use unique identifiers for individuals unless it is necessary to carry out one of our functions efficiently or required by law.

Sharing with Third Parties

As part of providing our services and to fulfil our functions, ACMI uses third party service providers to store and process your personal information. This includes third parties that store data on secure databases outside of Australia. ACMI takes steps to make sure that these organisations will protect your personal information to the same extent as required by Australian laws.

Social media

If you choose to engage with ACMI via social network channels including X (Twitter), TikTok, Reddit, YouTube, Meta (Instagram or Facebook), please be aware of the following:

- Any information you post on social media sites is potentially publicly accessible.
- Your individual privacy settings for profiles and accounts on social media networks are your responsibility. ACMI has no control or jurisdiction over these settings.

Website usage & performance

ACMI's website uses Google Analytics for measuring and monitoring website performance, as well as for advertising and re-marketing to you if you have consented to receive promotional information.

For measuring and monitoring website performance:

Google Analytics currently uses cookies, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google. What Google does with your behavioural data is explained in the Google Privacy Center.

You may block or refuse Google Analytics by selecting the appropriate settings on your browser or using a privacy enhanced browser such as Brave or Tor; however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Cookies and Other Data Technologies

ACMI uses cookies, and may use pixel tags, web beacons, clear GIFs or other similar technologies, to collect small anonymous units of data sent to a visitor's browser by a website the visitor visits (**Browser Data**). Such cookies and similar technologies cannot retrieve any other data from your hard drive, pass on a computer virus, or capture your email address. However, they will remain on your computer for a period of time as a record for future visits to this website.

ACMI uses Browser Data and Google Analytics to:

- understand our customers and their preferences;
- facilitate and improve a customer's website browsing experience;
- better understand how ACMI's websites are used;
- provide customised messages and advertising personalised to customers' interests (using Customer Match);
- measure or understand the effectiveness of advertising we serve to customers; and
- report on audience insights and statistics to the government departments that fund us and to donors, sponsors and promotional partners.

ACMI may also permit cookies or similar data technologies of government departments that fund us or program partners, to be used on our website to measure audience engagement and to target relevant advertising to you when you visit other websites.

The Browser Data ACMI collects does not include any personal information. However, if a customer is logged into their member account or if a customer makes a purchase from us, the Browser Data ACMI collects may be linked with that member's or customer's personal information. To the extent that the data or information constitutes personal information, ACMI will only use the information in accordance with the *Privacy & Data Protection Act 2014* and the IPPs.

You can configure your browser to prevent the collection of Browser Data, erase Browser Data or notify you when you receive a cookie, providing you with the opportunity to either accept or reject it. You can also refuse all cookies by turning them off in your browser or deleting all cookies from your computer if required. If a customer disables the collection of, or deletes, Browser Data on their web browser they may not be able to gain access to the full functionality of ACMI's website.

ACMI also suggests using a privacy-enhanced browser such as Brave or Tor which can remove or block browser fingerprinting.

For advertising and re-marketing purposes:

If you have consented to receive promotional information from us, ACMI may share your email address, in a

pseudonymised form, with third party platforms such as Google and Meta to show you personalized advertising and promotional content. Personalized advertising include ACMI's or a third party's goods and services.

Storage, Security & Quality

ACMI uses its best efforts to ensure the personal information we hold is accurate, complete and up to date. ACMI relies on individuals to provide accurate and current information, and to notify us when details change.

ACMI will retain personal information for as long as is necessary for us to administer activities, perform our functions and comply with our legal obligations (for example under the *Public Records Act 1973*). ACMI will de-identify or destroy personal information if it is no longer required for any purpose in accordance with approved retention and disposal directions under the *Public Records Act 1973*.

To protect personal information from misuse, loss or unauthorised access, modification or disclosure, ACMI will provide secure information storage systems and procedures for the management of both physical and electronic information. ACMI is bound by the VPDSF to protect personal information. If ACMI transfers personal information outside Victoria, we will comply with the legislative requirements relating to trans-border data flows.

ACMI will notify you if we become aware of unauthorised and harmful access or disclosure of your personal information. If required, we may also notify the Office of the Victorian Information Commissioner.

Can I access or correct my personal information held by ACMI?

Please contact the ACMI Privacy Officer to discuss any privacy concerns, complaints or to request access or request changes to the personal information that ACMI may hold about you, by email or phone: Privacy@acmi.net.au or (03) 8663 2200.

Where lawful and reasonable, ACMI will provide individuals with access to the personal or health information we hold about them. If access would infringe upon the privacy of others, or there are other issues with providing access, a formal application under the *Freedom of Information Act 1982* may be required.

If you are unsatisfied with ACMI's handling of a privacy complaint or request, you may contact the Office of the Victorian Information Commissioner at privacy@ovic.vic.gov.au, via phone on 1300 006 842 or using its [online privacy complaint form](#).

Please note:

Where ACMI links to other websites, please be aware that these websites are responsible for their own privacy practices, and you can review their privacy resources for more information about how they will handle your personal information.

Review date

This policy is to be reviewed prior to August 2027. The Executive Director, Commercial & Operations is the position responsible for facilitating this review and handling all enquiries and proposed changes to the policy.

The table below sets out the history of reviews and amendments to this policy:

Version	Board Mtg	Date	Resolution	Review/Amendments
1.0	151	26.08.2021	641	Review for compliance and business need. Consequential amendments made. Review/amendment history added. New template.
2.0	163	24.08.23	709	Review for compliance and business need. Consequential amendments made.
3.0	175	28.08.25	780	Review for compliance and business need. Consequential amendments made.
4.0	178	19.02.26	791	Minor further amendments for operational alignment.