

Tourism WA Privacy Policy

Introduction

This web site is maintained and administered by the Western Australian Tourism Commission, trading as Tourism Western Australia (Tourism WA). This privacy statement sets out the manner in which Tourism WA will deal with information submitted to it through this web site by members of the public.

Tourism WA's privacy policy is based on, and is consistent with, the National Principles of the Fair Handling of Personal Information, published by the Office of the Privacy Commissioner. The National Principles may be viewed on the Australian Privacy Commissioner's web site at www.privacy.gov.au.

General

When you visit this web site, a record of your visit is kept for statistical and research purposes. Similar records may be kept when you use any of the interactive features found in this web site.

The information kept for these purposes is:

- Your server address
- Your top level domain name (e.g. .com, .gov, .au, .uk, etc.)
- The date and time you visited this site
- The pages of this site you accessed, and the documents you downloaded
- The previous site you visited
- The type of web browser you used

Some of the interactive features found in this web site may require you to enter personal information, such as your name and address. Tourism WA stores this information in encrypted form, and disposes of it once the purpose for which it was collected has been achieved. The length of time for which such information is stored may vary according to the purpose for which it has been collected. No such information will be released to any third party without your prior consent, unless Tourism WA is compelled to do so by law.

Registered Users

If you decide to register as a user of this web site, you will be asked to submit various items of personal and other information. This information will be stored so that we may use it:

- for research purposes
- to identify your interests;
- with your consent, to add your name to our mailing list.

The information you provide may be combined with information from other sources (for example, census bureau data), so that we can better achieve these purposes. As a result, you may receive information about campaigns, promotions, and matters of interest to you.

The information you provide will not be released to any third party without your consent which may be given during the registration process, or at any time afterwards, unless Tourism WA is compelled to do so by law. If you give your consent, we may pass the information to our tourism partners who subscribe to our services for purposes of research and direct marketing. Please note, however, that Tourism WA disclaims all responsibility or liability for the uses to which such information is put by our tourism partners.

If you withdraw your consent to the provision of the information you submit to our subscribing tourism partners, we will remove your name from our mailing list. However, we will not be responsible for ensuring that our subscribing tourism partners remove your name from their mailing lists.

Cookies, Spotlight Technology and Pixels or Transparent GIF Files

Tourism WA and technology partners employ Spotlight technology Cookies and Pixels or Transparent GIF files to help:

1. Collect the information referred to under the heading "General" in this policy statement, and
2. Save any preferences you may record whilst visiting this web site.
3. Manage online advertising
4. Create permission-based email marketing communications

A **cookie** is a small string of text data that a web site can send to your web browser. A cookie cannot extract information from your computer, transmit computer viruses, or capture and transmit your email address.

Pixels or Transparent GIF files are tiny graphics with a unique identifier, similar in function to cookies.

Tourism WA uses the following companies and technologies:

- [Omniture/Site Catalyst](#) to analyse usage statistics on our websites. This analysis is performed using data collected from the www.westernaustralia.com website and is used to improve the web experience of our users. No personally identifiable information is collected by Omniture/Site Catalyst this website by the use of cookies, but if you would like to opt-out of Omniture/Site Catalyst anonymous user profiling, you can do so [here](#).
- [DoubleClick](#) to provide online advertisement delivery and tracking. DoubleClick uses cookies for anonymous profiling purposes to tailor advertising to user's preferences. No personally identifiable information is collected by DoubleClick from this website. If you would like to opt-out of the DoubleClick anonymous profiling, you can do so [here](#).

Important Note

If you delete cookies from your computer's web browser, you may remove the opt-out preference that you have set for the company's listed above. The opt-out cookies set may also expire and may need to be refreshed by using the information set out on this page.

Access to Information

Any person or organisation, whether or not a registered user of this web site, who believes that we have gathered and stored personal information relating to them, whether through this web site or otherwise, may contact us and request to view that information. They may also request the alteration of that information or its removal from our records.

Any such request or request for further details of our privacy statement should be directed to us by [email](#) or via the [Contact Us](#) form. Alternatively you can call us on +61 8 9262 1700, or contact us by facsimile on +61 8 9262 1735.