

CAREER LINKS VIRTUAL EXPO's – PRIVACY POLICY

INTRODUCTION

Network for Educational Workplacements Inc, trading as "Career Links" (**Career Links**) assists school students to make informed career choices. We achieve this through industry engagement programs, exhibitions and virtual events. For further information on the company, please visit: www.careerlinks.nsw.edu.au

Career Links complies with the Privacy Act 1988 (Cwth) (**Privacy Act**), which protects the privacy of your personal information. This privacy policy governs the collection, storage, disclosure and use of personal information by Career Links for Virtual Expos conducted by Career Links. This Privacy Policy describes the types of information we collect, how we use the information, how we store it, with whom we share it, and the choices you can make about our collection, use and disclosure of your information.

We also describe the measures we take to protect the security of your Personal Information and how you can contact us about our privacy practices. This Privacy Policy incorporates by reference the Terms of Use for the Sites, which apply to this Privacy Policy. When you visit the Sites or provide us with information, you consent to our use and disclosure of the information we collect or receive as described in this Privacy Policy and you agree to be bound by the terms and conditions of the policy.

Please review this Privacy Policy periodically, as we may update it from time to time to reflect changes in our data practices.

THE INFORMATION WE COLLECT

We may obtain information about you from various sources, including from our Sites, when you call or email us or communicate with us through social media, or when you participate in an Event.

An "**Event**" is an online virtual gathering whereby you provide registration information before the event begins, and includes activities between the event's start and end time, and after the event's end time.

The types of information we may obtain about you include:

- **Personal Information**, which is information that identifies you, such as your name, password, email address, address, phone number(s), and photographic image.
- **Demographic Information**, such as post code, country, personal resume that may include years of work experience, skills, industry, certifications, degrees, etc. We do this to help you connect with other event participants, like exhibitors.
- **Anonymous information**, such as pages visited, and time you spend on the Sites. We do this to understand how the Sites are being used and what your engagement with us is like.

Our Virtual Expos are delivered by a virtual event platform hosted by vFairs LLC of Carrollton, Texas, USA (vFairs).

As our web host, vFairs collects information stored in your social media profile that you authorize us to access when you use your social media profile to execute features on the Sites, such as the ability to log into the Sites using your social media profile credentials.

In addition, when you visit our Sites, vFairs may collect certain information by automated means, such as cookies and web beacons, as described in more detail below. The information we may collect by automated means includes:

- Information about the devices our visitors use to access the Internet (such as the IP address and the device, browser and operating system type).
- Pages and URLs that refer visitors to our Sites, also pages and URLs that visitors exit to once they leave our Sites.
- Dates and times of visits to our Sites.
- Information on actions taken on our Sites (such as page views, site navigation patterns or application activity).
- A general geographic location (such as country and city) from which a visitor accesses our Sites.

PERSONAL INFORMATION

You may be asked to provide personal data when registering for the event or whilst you are accessing the exhibitor sites. Your personal data is information that can be used to identify or contact you. You do not have to provide the personal data that we request, however, if you choose not to, access to the events may be limited, including access to products and/or services that you wish to access.

You could also choose to register for an event using a pseudonym, which may make it more difficult for us or any exhibitor or other third party to identify you.

HOW WE USE THE INFORMATION WE COLLECT

We may use the information we obtain about you to:

- Create, manage and maintain your account on the Sites.
- Provide you with services that you request.
- Manage your participation in events hosted on the Sites, where you have signed up for such events and promotions.
- Maintain a record of the events in which you participate, including chat and webinar history and download activity.
- Enable you to interact with other event participants.
- Provide administrative notices or communications applicable to your use of the Sites.
- Respond to your questions and comments and provide customer support.
- Operate, evaluate and improve our business and the products and services we offer.

- Analyse and enhance our marketing communications and strategies (including by identifying when emails we have sent to you have been received and read).
- Analyse trends and statistics regarding visitors' use of our Sites, mobile applications and social media assets, and the jobs viewed or applied for on our Sites.
- Notify you from time to time about relevant products and services.
- Comply with applicable legal requirements and industry standards and our policies.

We may collect, compile, store, publish, promote, report, share or otherwise disclose or use any and all aggregated Information that does not identify your Personal Information, however, except as otherwise disclosed in this policy, we will not sell or otherwise transfer or disclose your Personal Information to a third party without your consent.

THE INFORMATION WE SHARE

When you create an account on the Sites, vFairs as our web host will collect and retain information about you, some of which is Personal Information. You may be required to provide additional personal or demographic information when registering for an Event hosted on the Sites including, but not limited to, photo, resume, work experience, educational qualification, location, skills, industry.

The information you provide is collected by vFairs, and is shared with the organisations participating in the Event, like exhibitors (**Participating Organisations**). This includes personal information such as name, email address, resume and other questions you answer during the registration process. This also includes the conversation (chat) history from conversations with any other person who is registered to use the Sites (**Users**) and/or Participating Organisations (Participating Organisations and Users sometimes collectively referred to as **Participants**). If you provide information for an Event, this information may also become subject to the privacy and other policies of vFairs and the respective Participating Organisations after it has been shared by you, and Career Links is not responsible for these policies or compliance by third parties with their own policies. Providing additional information beyond what is required at registration is entirely at your option, however will enable you to better identify yourself.

We may also disclose specific user information when we determine, in good faith, that such disclosure is necessary to comply with the law, to cooperate with or seek assistance from law enforcement, to prevent a crime or protect national security, or to protect the interests or safety of Career Links or other users of the Sites.

You should be aware that any Personal Information you submit on the Sites may be read, collected, or used by other Users, and could be used to send you unsolicited messages. In addition, any personal information you submit in an Event can be read, collected, or used by Participating Organisations, and could be used to send you unsolicited messages. We are not responsible for how any Participant might collect, store, use or disclose any Personal Information you choose to submit to the Sites.

HOW WE PROTECT PERSONAL INFORMATION

Career Links, working with vFairs, maintains administrative, technical and physical safeguards designed to assist us in protecting the Personal Information we collect against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security measures we have in place to safeguard Personal Information will never be defeated or fail, or that those measures will always be sufficient or effective. Therefore, although we are committed to protecting your privacy, we do not promise, and you should not expect, that your Personal Information will always remain private. As a user of the Sites, you understand and agree that you assume responsibility and risk for your use of the Sites, the internet generally, and the documents you post or access and for your conduct on and off the Sites.

To further protect yourself, you should safeguard your Site's username and password and not share that information with anyone. You could also choose to register for an event using a pseudonym, which may make it more difficult for us or any Participant to identify you.

You should also log off from and close your browser window when you have finished your visit to our Sites. Please note that we will never ask for your account password via email.

HOW TO UPDATE YOUR PERSONAL INFORMATION

You may access, update and amend Personal Information included in your online account at any time by logging into your account and making the necessary changes.

You may choose to deactivate your account at any time by emailing us at mail@careerlinks.nsw.edu.au. When we deactivate your account, you will be logged out of the Event and you will no longer be able to log into the Expo to view the events you attended or the chats you had with other Participants. Furthermore, we will only delete registrations you have started or completed for upcoming events. We will not delete information you provided when registering for or participating in a concluded Event, as this information has already been shared with other Participants that you engaged with in a chat or message board conversation.

ABOUT COOKIES, TRACKING CHOICES, AND THIRD PARTY SERVICE PROVIDERS

A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected devices to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon" is also called a Web bug or a pixel tag or a clear GIF. Used in combination with cookies, a web beacon is an often-transparent graphic image, usually no larger than 1-pixel x 1-pixel, that is placed on a Web site or in an e-mail that is used to monitor the behaviour of the user visiting the Website or sending the e-mail.

Our web host vFairs uses cookies and other similar technologies for the convenience of our users. Cookies enable us to serve secure pages to our users without asking them to sign in repeatedly. vFairs also uses cookies to store non-personally identifying information such as

your preferences. vFairs also uses cookies to ensure the proper functioning and efficiency of our Sites.

Most internet browsers enable you to erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored. Please be aware that our Sites cannot be used without cookies enabled. Our Sites also do not respond to web browser “do not track” requests.

Our web host vFairs permits third-party cookies on its Sites. For example, third-party services located on the Sites, including those that allow for single sign-on, commenting, live chat and social media sharing, may use cookies to remember user preference settings and interaction history. Our web host vFairs.com makes use of a third party live chat tool called Drift which uses cookies to remember customer support and sales chat sessions and prior interaction with the potential customer.

Our web host vFairs also uses web analytics services provided by third parties namely Google Analytics and Hotjar, which use cookies to collect non-personal information about details of our users’ visits to the Sites (including IP addresses) and the resources they access on the Sites. These third party web analytics services provide us with reports based on this information to help us understand how users engage with the Sites.

Our web host vFairs.com (but not all Sites) also uses 3rd party vendor remarketing tracking cookies, including the Google Adwords tracking cookie. This means we will continue to show ads to you across the internet, specifically on the Google Content Network (GCN). As always, we respect your privacy and are not collecting any identifiable information through the use of Google’s or any other 3rd party remarketing system.

The third-party vendors, including Google, whose services we use – will place cookies on web browsers to serve ads based on past visits to our website. Third-party vendors, including Google, use cookies to serve ads based on a user’s prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

The companies that provide third-party tools and services such as commenting operate under their own privacy policies and our web host vFairs encourages you to be aware of the privacy policies of such companies. vFairs does not have control over or access to any information contained in the cookies that are set on your computer by third-party tool providers.

There are many resources on the internet that can provide you guidance regarding deleting or disabling cookies.

LINKS TO OTHER SITES

Content on our Sites may contain links to other sites that are not owned or controlled by us or our web host vFairs. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Sites and to read the privacy statements of each and every website that collects Personal Information. This Privacy Policy applies only to information collected on the vFairs platform.

DISPUTES

If you believe that we have not adhered to the Privacy Policy, please contact us by e-mail at mail@careerlinks.nsw.edu.au We will do our best to address your concerns. If you feel that your complaint has been addressed incompletely, we invite you to let us know for further investigation.

CHILDREN'S PRIVACY

If you are under the age of 18 years, you must ask your parent or legal guardian to approve you to provide personal information before you submit your personal details on our Sites.

The collection of information by Career Links or Participating Organisations is on the basis that you have obtained consent from your parent or legal guardian for supplying personal information.

PRIVACY POLICY UPDATES

If we decide to make material changes to our Privacy Policy, we will notify you by prominently posting notice of the changes on the Site and updating the date at the top of the Privacy Policy. Therefore, we encourage you to check the date of our Privacy Policy whenever you visit the website for any updates or changes.

We understand that changes to this Privacy Policy may affect your decision to use our Sites. You have the option to deactivate your account for any reason. Continued use of our Sites and their services following notice of such changes shall indicate your acknowledgment of such changes and agreement to be bound by the terms and conditions of such changes.

HOW TO CONTACT US

If you have any questions or comments about this Privacy Policy or our use of your personally identifiable information, please contact us at mail@careerlinks.nsw.edu.au