

Enterprise Excellence Group Privacy Statement and Policy

Effective Date: 01 October 2024

Reviewed: 03 June 2026, by Emily Jeavons.

1. Introduction

This is the Privacy Statement ("Privacy Statement") of the Enterprise Excellence Group ("EEG", "we," "our," or "us"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us in other ways.

EEG understands that your privacy is important. EEG is committed to protecting your privacy and the personal information you provide or as you access and use materials on <https://www.enterpriseexcellenceacademy.com/>. In addition, information that you submit to EEG in response to an email request for information or other outreach from EEG will be treated by this Privacy Statement. EEG may, in its discretion, amend this Privacy Statement from time to time. To ensure you can remain informed about the information we collect and how we use it, material changes to our statement will be reflected here.

2. Information We Collect and How We Use It

We may collect information about you in a variety of ways.

Account, Registration, Subscription and Marketing

EEG collects information from you when you create your account or register for certain pages for the Site, request copies of publications, subscribe for email newsletters and press releases, seek additional information regarding our services, and for marketing communications (via emails, social media platforms) from EEG based on your consent where required.

We collect personal information such as names, addresses, email addresses, phone numbers, employment information that may identify you (such as company, job title, or position), IP address, geolocation, subject areas of interest, and/or demographic information.

If you do not provide such information, you may not be able to create an account or register for certain pages for the Site, request copies of publications, subscribe to email newsletters and press releases, or seek additional information regarding our services or employment opportunities.

Surveys and events

EEG collects information if you register for conferences, webinars and other EEG-sponsored events, and/or take part in surveys run by EEG.

We collect personal information such as names, addresses, IP addresses, unique personal identifiers, subject areas of interest, and/or demographic information.

How do we use personal information?

The purposes and uses of your personal information will depend on the use of the Site and the personal information provided. We process your personal information:

1. For the purposes of safeguarding the legitimate business interests pursued by EEG. This includes:
 - Communicate with you and manage your requests in relation to your account, course information, registration, subscriptions to EEG newsletters, publications, events and survey participations.
 - Tailoring your experience at the Site with relevant EEG materials
 - Understanding the Site's user population, identifying subject areas of interest, and determining whether the Site is designed to work with the computer settings of a majority of our visitors
 - Measuring and improving the effectiveness of EEG marketing programs across different channels
 - Improving our web content and navigation
 - Informing you about updates to the service and notifying you about other products and services offered by EEG that may be of interest to you, including information regarding publications and events and track email engagement activity for internal use only.
2. On the basis of your consent where required. Insofar as you have granted us consent to the processing of personal information for specific purposes, the lawfulness of such processing is based on your consent. You may withdraw your consent at any time.
3. For compliance with a legal obligation. This includes anti-fraud and anti-money laundering measures as well as tax and social security requirements.

3. How We Might Disclose Your Information

The third parties with whom we may need to disclose personal information to help us provide services and products to you and to run our Site include:

- Our subsidiaries or affiliates
- Our advisors
- Our third-party service providers who process information on our behalf to help run some of our internal business operations including email distribution, IT services, the Site security and marketing and events services
- Our business partners for publications and events co-organised by EEG and them
- Law enforcement bodies in order to comply with any legal obligation or court order

4. Retaining your Personal Information

EEG retains your personal information for so long as is necessary to fulfil the purpose for which it was collected. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide services to you (for example, for as long as you have an account with us or keep using our services) and the length of time thereafter during which we may have a legitimate need to reference your personal information to address issues that may arise
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations)

5. Marketing

If, at any time, you prefer not to receive further marketing communications from us in any or all forms, you can unsubscribe from such communications by emailing the contact from whom the email was sent.

6. Data Security

EEG has in place appropriate technological and operational security processes designed to protect personal information. Only authorised employees and contractors will have access to any personal information provided by you, and that access is limited by need. Each employee or contractor having access to any personal information is obligated to maintain its confidentiality. Although we take steps that are generally accepted as industry standard to protect your personal information, EEG cannot guarantee that your personal information will not become accessible to unauthorized persons and EEG cannot be responsible for any actions resulting from a breach of security when personal information is supplied over the internet or any public computer network.

7. Links to Other Websites

This Site contains links to other websites not operated by EEG.

EEG is not responsible for the privacy practices or the content of any non-EEG websites to which we link from the Site. We are not responsible for the protection and privacy of any information you provide whilst visiting other websites and sites not governed by our Privacy Statement. We cannot control the content or security of such websites. We cannot be held responsible for any loss or damage incurred by a user as a result of visiting such websites. No links are intended to be, nor should be construed as, an endorsement of any kind by us of that other website.

8. Your Choices and Rights

You have a right to request a copy of the personal information we hold about you and details of how we use that information. If any personal information held about you is incorrect or out of date, you have the right to amend or rectify such personal information.

You also have the right to request that we erase your personal information. Where processing personal information is based on your consent, you may withdraw your consent to such processing. This may not apply if there are other legal justifications to continue processing. You also may have a right to lodge a complaint with a relevant supervisory authority.

If you would like to exercise any of your data protection rights, please contact us via the "Contact Us" section of this Privacy Statement. Please note that we may need you to prove who you are (including providing additional information from you) before we can act on your request.

9. Children

EEG understands the importance of protecting children's privacy, particularly in their online interactions. This Site is not designed for and does not intentionally target or solicit to children 18 years of age and younger.

10. Contact Us

If you have any questions or concerns about this Privacy Policy, please get in touch with us at:

Enterprise Excellence Group

Email: Emily at ejevons@iqi.com.au or Brad at bjevons@iqi.com.au

Phone number: Emily on 0417990364, or Brad on 0402 448 445.

Web: <https://enterpriseexcellencegroup.com.au/contact-us/>