

Philosophy

Insitu Pacific respects the privacy of others.

Insitu Pacific acknowledges that the public has a concern that the use of Unmanned Aerial Vehicles may impact upon their privacy.

Insitu Pacific will conduct its activities in a way which respects the privacy of others and acknowledges the genuine concerns of the public regarding unauthorized and unwelcome surveillance.

Management of Privacy

Where Insitu Pacific is conducting its activities in a public place and not in a fire or emergency response role, Insitu Pacific will display a clear notice to the public at the launch and recovery site of its Unmanned Aerial Vehicles which:

- explains the intended purpose of the activity;
- describes how imagery collected will be managed and used; and
- provides a point of contact for enquiries.

Insitu Pacific has developed its own set of principles which are intended to complement and augment the Australian Privacy Principles set down by the Privacy Act 1988. Insitu Pacific will conduct its Unmanned Aerial Vehicle operations in accordance with the following broad principles:

Principle 1

Insitu Pacific considers that incidental imagery of people or private property **may not** represent collection of Personal Information.

Example: In flying over the hundreds of kilometers necessary to support fire-fighting efforts, Insitu Pacific may take images of hundreds of properties, houses and people. These images are not in themselves sufficient to represent Personal Information, as they do not allow Insitu Pacific to identify the properties, houses or people without further information not captured by the image, such as the person's name and address.

Principle 2

Insitu Pacific considers that imagery intended or commissioned to observe specific people or private property **does** represent collection of Personal Information.

Example: A farmer hires Insitu Pacific to provide her with information about the state of and disposition of her cattle. As Insitu Pacific possesses Special Knowledge about the farmer, including the farmer's identity, location and farming practices, the information it collects could be combined with that Special Knowledge to result in Personal Information. Insitu Pacific would handle this Personal Information appropriately.

Principle 3

Insitu Pacific will not collect Personal Information without the informed consent of the person or property owner.

Principle 4

Where Insitu Pacific considers that imagery provided to a customer could be combined with Special Knowledge possessed by that customer to create Personal Information, Insitu Pacific will request that customer manage the imagery collected in accordance with the Australian Privacy Principles.

Principle 5

All imagery and information collected by Insitu Pacific will be managed and stored as if it is Personal Information.

Principle 6

Prior to releasing imagery and information, including for the purposes of promotional material or public display, Insitu Pacific's Privacy Officer will ensure that the imagery and information is appropriate for public release and gain an individual's consent to release if required.

Principle 7

Where imagery or information is collected that the public has a reasonable expectation would not be further disclosed, such as for reasons of public decency or sensitivity, Insitu Pacific will use its best endeavours to obscure or remove that image or information, prior to its disclosure or dissemination.

Endorsed



Andrew Duggan 2014
Managing Director – Insitu Pacific Pty Ltd

Further Clarification

For any questions regarding this policy, for specific clarification regarding imagery or information captured by Insitu Pacific, or regarding previous or prospective activities conducted by Insitu Pacific, please contact:

Insitu Pacific's Privacy Officer: Mr. Damen O'Brien

Email: damen.obrien@insitupacific.com

Phone: +61 7 3182 4018

Address: c/o Insitu Pacific at 95 Mina Parade, Alderley, Queensland 4051

*Terms such as 'Personal Information' and 'Australian Privacy Principles' have the meanings given in the Privacy Act 1988.

*'Special Knowledge' is information about an individual, such as prior familiarity with an individual's face or habits, which combined with imagery or other information, allows the accumulation of Personal Information.