



PRIVACY POLICY

INTRODUCTION

At Eire Constructions (Eire) we are committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which Eire Constructions collect, use, disclose, store and secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of the Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

SCOPE

This policy applies to all Eire workplace participants including:

- Eire employees engaged in a permanent, temporary (full-time or part-time) or casual basis
- Agency supplied temporary staff
- Third-party contractors
- Former Eire employees and contractors
- Customers

COMMENCEMENT OF POLICY

Eire may unilaterally introduce, vary, remove, or replace this policy at any time.

CONTACT

www.eirecon.com.au
(02) 6586 1955





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APPLICATION OF POLICY

The Privacy Policy details the expectations on how Eire collects, uses, discloses, stores, secures and disposes of Personal Information. Employees who work with Personal Information are required to be familiar with and always comply with the terms of this policy. Where these standards are not met, appropriate disciplinary action may be taken. In cases where a breach of the policy involves a breach of any law, then the relevant government authorities or the police may be notified.

POLICY

Principles

The Code is underpinned by the principles of:

- Compliance with all legislative requirements and regulatory frameworks
- Compliance with Eire's policies, procedures, and requirements
- Honest and ethical business conduct
- Protection of Eire's interests
- Performing duties with respect, fairness, and integrity.

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include names, addresses, email addresses, phone numbers, images, video, voice, likeness, and AI-generated or AI-processed content.

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Personal Information may be obtained in a number of ways including:

- Interviews
- Meetings
- Correspondences by phone, email, website or other communication channels.
- From media or other publications
- From third parties
- Through technology infrastructure which we engage through third parties.
- Through technology infrastructure, systems, applications, and service providers engaged by Eire
- Through photographs, videos, audio recordings, online meetings, security systems, training materials, site records, communication platforms, and company events

The primary purpose of collecting Personal Information is to provide services to you (such as payroll or bill paying). We may also use your Personal Information for secondary purposes, only where you would reasonably expect such use or disclosure.

When we collect Personal Information, we will, where possible, explain to you why we are collecting the information and how we plan to use it.

Use of Images, Voice, Likeness, and Artificial Intelligence

Eire may collect, use, store, or disclose images, video recordings, voice recordings, names, roles, job titles, or likenesses where reasonably required for legitimate business purposes, including internal communications, training, project records, site and safety documentation, staff profiles, tender submissions, marketing, recruitment, presentations, websites, social media, and business development activities.

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Eire will take reasonable steps to ensure this information is used appropriately, respectfully, and in accordance with applicable privacy obligations.

Eire will not use an individual's image, voice, likeness, or Personal Information to create, train, generate, manipulate, or publish AI-generated content that represents or impersonates that individual without appropriate authorisation. This includes AI-generated images, videos, avatars, voice clones, synthetic communications, deepfake-style content, or other media using an identifiable person's appearance, voice, name, or likeness.

Eire will not knowingly upload identifiable Personal Information, images, video, or voice recordings into public, personal, or unapproved AI tools unless authorised and reasonably required for a legitimate business purpose.

Individuals must not use Eire systems, data, images, recordings, or communications to create AI-generated content that falsely represents, impersonates, misleads, embarrasses, harasses, discriminates against, or causes harm to another person.

Any actual or suspected misuse of a person's image, voice, likeness, Personal Information, or AI-generated representation must be reported to Eire immediately.

Sensitive Information

Sensitive Information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

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Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is related to the primary purpose
- With your consent, or where required or authorized by law.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in files which will be stored by third parties, which will be kept by us for a minimum of seven (7) years.

Access to your Personal Information

You may access the Personal Information we hold about you and update, and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

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In order to protect your Personal Information, we may require identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information.

It is important to Eire that your Personal Information is up to date. Eire will take reasonable steps to make sure that your Personal Information is accurate, complete, and up to date. If you find that the information we have is not up to date, or accurate, please advise us as soon as practicable so we can resolve this and continue to provide quality services to you.

APPROVED BY: Tadhg Kelliher, Executive Director

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