

# Child of Now Privacy Notice



## Why we collect your personal information

The Child of Now artwork created by The University of Melbourne is collecting and processing your personal information to:

- personalise the experience of Child of Now to you
- create a public art portrait of the population by collecting holographic and audio clips provided by you and other participants to form the biggest portrait of a group of people ever made
- keep you informed of the development of the collective portrait and invite you when it is launched
- inform general business analysis, quality assurance, reporting and planning activities

The “processing” of personal information refers to all activities relating to the management of your personal information, from its collection and use, through to its storage and disposal, and everything in between.

## How we process your personal information

We will process your personal information as necessary for our legitimate interests, in accordance with applicable privacy laws, and only under the following circumstances:

- for the purpose for which it was collected; or
- a related purpose which you might reasonably expect; or
- where you have consented to the processing; or
- if we are required or permitted to do so by law.

We may share your personal information with:

- contracted service providers or partners engaged by us to perform legitimate functions on our behalf;
- Digital artists and studios to create portraits and artworks from your hologram and audio clips;
- Arts organisations to keep you informed about Child of Now.

In some instances, your personal information may be transferred outside of Victoria or Australia (for example, where providers are located internationally or use a cloud-based system with servers based in international jurisdictions). We take all reasonable steps to ensure that the interstate or overseas transfer of personal information is in accordance with our privacy obligations as outlined in the University’s [General Privacy Statement](#).

Your personal information may be used for building the Child of Now archive of participants who contribute their holograms, voice clips, image, advice for the future, name, date of birth and contact information. This archive may be used to create a collective portrait of the population.

We will hold the personal information you provided us as part of the Child of Now Archive. If the project is terminated, it will be securely destroyed in compliance with the [University’s retention and disposal authority](#).

If you choose not to provide the information requested, we cannot guarantee that your experience of the Child of Now artwork will function as intended, or guarantee participation in the experience.

## Further privacy information

Refer to the University's [General Privacy Statement](#) or [other privacy statements](#) for general information about how we process and protect personal information, including:

- our lawful basis for processing personal information;
- collection, use and disclosure of personal information;
- accuracy, security and storage of personal information;
- retention and disposal of personal information;
- your individual rights; and
- applicable privacy laws.

## Your rights

You may request access to, or correction of, your personal information we hold, or exercise your individual rights as applicable under relevant privacy laws, unless this would have an unreasonable impact on the privacy of others or would contravene the University's other legislative obligations.

If the lawful collection of your personal information is based on your consent, you have the right to withdraw your consent at any time. However, this will not affect the lawfulness of our processing of your information prior to you withdrawing your consent.

## Contact

For further information you can contact us at [Robert.Walton@unimelb.edu.au](mailto:Robert.Walton@unimelb.edu.au) or via The School of Computing and Information Systems, Faculty of Engineering and Information Technology, The University of Melbourne.

For further information about how the University manages personal information, and for details of how to make an enquiry, lodge a complaint, or to contact the University's Privacy and Data Protection Officer, please refer to our [Privacy webpage](#), view the [University's Privacy Policy](#) or contact [privacy-officer@unimelb.edu.au](mailto:privacy-officer@unimelb.edu.au).

**Last updated:** 3 February 2022