

foundation for a

**BLOODY
GREAT
CAUSE.**

Finding cures. Saving lives.

Foundation for A Bloody Great Cause Limited (ABN 81 632 588 713)

Privacy Policy

Version 1.4 (Online)

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This Privacy Policy explains how Foundation for A Bloody Great Cause Limited (ABN 81 632 588 713) (referred to here as “The Foundation”, “we”, “our” and “us”) collect and manage your personal information.

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Our commitment

We know that you care about your personal information and we recognise the importance of protecting your privacy 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) (“Privacy Act”). The APPs govern the way in which we collect, use, disclose, store, 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. [<https://www.oaic.gov.au/privacy/australian-privacy-principles>]

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, ages or dates of birth, bank account and credit card details and information about your purchases and preferences. This personal information is obtained in various ways including:

- in person, interviews, correspondence, by telephone, by email and via our websites www.abloodygreatcause.com.au and www.abloodygreatnightout.com.au;
- from media and publications, from other publicly available sources and from third parties.

We will collect your personal information so we can provide you with the best online experience and provide you with a high quality of customer service. Your personal information may be used by us for any purpose which is stated to you at the time of collection, or that you otherwise authorise, and for the following purposes:

- to communicate with you and respond to information that you have requested or have registered for;
- to carry out marketing, promotional and publicity purposes including direct marketing, market research and surveys;
- to provide you with further information about us which we consider may be of interest to you;
- to manage our donor and supporter lists;
- to co-ordinate and manage volunteers;
- we may collect personal information for market research, consumer insights for our fundraising activities and to understand your tastes and preferences;
- we may collect personal information to send personalised communications and keep you updated about news, information and events.

We may also use your personal information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. If you wish to unsubscribe from our mailing/marketing lists at any time, please contact us.

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

If we have received your personal information unintentionally, such as misdirected mail or email, we will destroy or de-identify the information as soon as practicable, unless it is unlawful or unreasonable to do so.

Sensitive Information

Generally, we do not collect Sensitive Information as defined in the Privacy Act (such as medical information) unless it is reasonably required for one or more of our functions or activities (such as dietary requirements).

Sensitive information will be used by us only:

- for the primary purpose for which it was obtained;
- for a secondary purpose that is directly related to the primary purpose;
- with your consent; or where required or authorised 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 may be disclosed in several circumstances including the following:

- Third parties where you consent to the use or disclosure;
- our volunteers, contractors or service providers that perform specific services or functions on our behalf;
- for the purposes of operating our Digital Platforms, fulfilling requests by you, and to otherwise provide services to you including, without limitation, data management platforms, CRM platforms, email marketing platforms, web hosting providers, IT

systems administrators, mailing houses, couriers, payment processors, data entry service providers, electronic network administrators;

- to professional advisors such as accountants, solicitors, insurers, lawyers, auditors, business advisors and consultants on a confidential basis;
- where required or authorised by law.

Automatic Data Collection Technologies

As you interact with our Digital Platforms, we may use automatic data collection technologies to collect information that may be linked to you personally. This helps us understand the needs of our supporters and may be used for the purposes set out in this Privacy Policy. Examples of automatic data collection include:

- Digital Platform related traffic data, location data, logs and other communication data;
- information generated by cookies to personalise your experience on our Digital Platforms, to make it easier for you to navigate our Digital Platforms and improve your experience by storing your search, posting and other viewing and usage history.

Anonymity and pseudonymity

You have the option of not identifying yourself, or of using a pseudonym at any time. To the extent that it is lawful and practicable for us to enable you to do so, we will grant such a request. However, where you choose to remain anonymous, or choose a pseudonym, we may not be able to provide you with some services or products.

Aside from the use of a pseudonym, all material that you post on our Digital Platforms or otherwise provide to us must be true and correct in all respects.

Social Media

Our Digital Platforms may include social media features such as the Facebook like button, Instagram, Twitter and widgets, share button. If you are a member of a social media site, the interfaces may connect your visits to our website with other personal information. Your interactions with these features are governed by the privacy notice of the third party providing it and we accept no responsibility for the actions of those third parties.

Direct Marketing

By providing your electronic details (including email address and mobile number) you agree that we may send you electronic messages for any of the purposes set out in this policy. We will generally ask you to opt-out if you do not wish to receive these messages from us whenever it is practical to do so.

We may use your personal information to communicate and inform you about our fundraising, news and events. These communications may be sent in various forms including SMS, email and post in accordance with applicable marketing laws, such as the Spam Act 2003 (Cth) ("Spam Act").

You consent to us sending you those direct marketing communications by any of those methods. In addition, if you wish to opt-out at any time, please contact us.

Security 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 securely stored in client files which will be kept by us for a minimum of 7 years. When you provide your credit card details you consent to us using it to complete a transaction for a specific reason only. Once the credit card information is no longer required for that specific purpose, it will be destroyed.

Access to your Personal Information

Under the Privacy Act you have access to the personal information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your personal information, please contact us.

We will not charge any fee for your access request for providing a copy of your personal information.

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

Cross-border disclosure of Personal Information

The Foundation currently does not have any overseas links. However, we take reasonable steps to ensure that any organisations which we disclose your personal information to, whether local or overseas, safeguard and protect your personal information and comply with all applicable privacy laws.

Maintaining the Quality of your Personal Information

It is important to us that your personal information is up to date. We 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 is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Changes to this Policy

This Policy may change from time to time and is available on our website.

Privacy Policy Complaints and Enquiries

We want to hear from you. Enquiries or concerns about privacy matters, including complaints about how we handle personal information and concerns that The Foundation has breached the Australian Privacy Principles, should be made in writing. We will respond to all enquiries as quickly as possible.

If you have any queries or complaints about our Privacy Policy, please contact us.

Foundation for A Bloody Great Cause Limited ABN 81 632 588 713

PO Box 471,

Concord, NSW, 2137.

board@abloodygreatcause.com.au