

## Australian Football Privacy Policy

### **1 Protecting Privacy**

Your privacy is important to the Australian Football Bodies. This privacy statement provides information about the personal information that the Australian Football Bodies collect and may use and disclose.

Each Australian Football Body will collect and use your personal information in accordance with this privacy policy.

Where you provide your personal information directly to one Australian Football Body, in certain situations it may be disclosed to the other Australian Football Bodies in accordance with this privacy policy.

### **3 AFL Privacy Policy**

This policy describes the way the Australian Football Bodies collect, hold and disclose personal information. Personal information is information that identifies you or could identify you. The Australian Football Bodies are subject to the Privacy Act 1988 (Cth), including the Australian Privacy Principles. The Australian Football Bodies may vary this policy from time to time, by posting an updated policy accessible via <http://www.aflcommunity.com.au/>. Protecting confidential information is fundamental to the Australian Football Bodies' relationships with their members. All information received in connection with an Australian Football Bodies service, or in the conduct of the Australian Football Bodies business, is therefore treated seriously, having regard to the Australian Football Bodies legal obligations.

### **4 Information Collected**

Generally, the Australian Football Bodies' collect personal information directly from your registration via Fox Sports Pulse. The personal information collected includes:

- your name, address, email address, gender, occupation, contact information and your AFL team of support;
- your IP address and geolocation; and
- information derived from the use of "cookies".

By providing the Australian Football Bodies with personal information, you consent to that information being collected, used, disclosed and stored in accordance with this Privacy Policy.

If you do not give personal information to the Australian Football Bodies, it may affect the ability of the Australian Football Bodies to provide you with products and/or services.

### **5 Information from Third Parties**

During the course of business, the Australian Football Bodies may also collect personal information that is given to them by a third party (for example, a corporate partner or information that is on a publicly maintained record). This information forms part of the personal information. The Australian Football Bodies will not intentionally solicit personal information that is unintentionally disclosed.

## **6 Storage of Personal Information**

Wherever reasonably practicable, the Australian Football Bodies will store personal information on data servers that are owned and controlled by an Australian Football Body and are located within the geographical borders of Australia. However, by providing the Australian Football Bodies with personal information you consent to your information being stored and processed on a data server that is owned by a third party that may be located outside Australia.

## **7 Use & Disclosure of Personal Information**

The Australian Football Bodies collects and discloses your personal information for purposes including, without limitation:

- to verify your identity;
- to provide, and to assist Australian Football Bodies with providing products and services to you, to manage and account for the products and services, and to improve the products and services;
- to manage the Australian Football Bodies relationship(s) with you;
- to provide you with information about events, products and/or services that may interest you;
- to facilitate the internal business operations of the Australian Football Bodies;
- to promote and market Australian Football Bodies , products or services; and
- to enable corporate partners and sponsors of the Australian Football Bodies, as well as their related bodies corporate, to market and promote their products and services to you.
- to our third party service providers in connection with any of the above.

The Australian Football Bodies may also disclose personal information where it is otherwise permitted to do so by law.

## **8 Information Security**

The Australian Football Bodies will take reasonable steps to protect all personal information within their direct control from misuse, loss, unauthorised access, modification or disclosure. The Australian Football Bodies will take reasonable steps to hold information securely in electronic or physical form in access controlled premises or in electronic databases requiring logins and passwords.

## **9 Access & Correction**

An individual may request access at any time to personal information held by the Australian Football Bodies by contacting ] that persons Club or League. You will be required to provide proof of identity in order to obtain access to your personal information. The Australian Football Body may charge a fee where access is provided. The Australian Football Body may refuse to provide access if permitted to do so by law. The Australian Football Body aims to provide access to your personal information within 30 days of a valid request.

## **10 No Liability**

To the maximum extent permissible by law, the Australian Football Bodies expressly disclaim any liability for a breach of this policy. By providing the Australian Football Body with personal information, an individual acknowledges that any damage caused to that individual or any other individual by the disclosure of that information shall be limited to the amount recoverable under applicable legislation and otherwise not be recoverable from the Australian Football Bodies or any of their related bodies.

## **11 How to contact us**

For further information or enquiries regarding your personal information, please contact your Club Administrator.

## **12 Privacy complaints**

Please direct all privacy complaints to the Privacy Officer at [privacy@afl.com.au](mailto:privacy@afl.com.au). At all times, privacy complaints:

- will be treated seriously;
- will be dealt with promptly;
- will be dealt with in a confidential manner; and
- will not affect your existing obligations or affect the commercial arrangements between you and the Australian Football Body.

The Privacy Officer will commence an investigation into your complaint. You will be informed of the outcome of your complaint following completion of the investigation.

## **13 Australian Football Bodies**

For the purpose of this policy, "Australian Football Bodies" means all Australian football clubs and leagues affiliated with the AFL or AFL State Bodies, that being:

- AFL: AFL ACN 004 155 211
- NSW/ACT: AFL (NSW/ACT) Commission Ltd ACN 086 839 385;
- NT: AFL (Northern Territory) Ltd ACN 097 620 525;
- QLD: AFL (Queensland) ACN 090 629 342;
- SA: South Australian Football League Inc ABN 59 518 757 737;
- TAS: AFL (TAS) ACN 135 346 986;
- Victoria: Australian Football League (Victoria) ACN 147 664 579;
- WA: West Australian Football Commission Inc ABN 51 167 923 136); or
- An entity or body that is affiliated with (or licensed by) an Affiliated State or Territory Body.