

# NATIONAL PRIVACY POLICY

February 2013



## 1. Application

The *National Privacy Policy (Policy)*, if formally adopted, applies to an Australian Football league that is conducted or administered by:

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

### **(Football Body)**

If applicable to the Football Body, Australian Football: players; coaches; officials; spectators; and administrators and all people reasonably connected to the Football Body (**Members**) must comply with the Policy.

## 2 Introduction

The privacy of any individual reasonably connected to Australian Football is fundamentally important to the Football Body and to the Members of the Football Body. The maintenance of privacy is a responsibility of the Football Body and certain minimum privacy safeguards should be implemented. This privacy statement provides information about the personal information that may be collected by the Football Body and the ways in which that personal information may be used.

## 2 Privacy Policy

The Football Body is subject to the Commonwealth Privacy Act, including the National Privacy Principles. The Football Body may vary this policy from time to time, including without notice to the individuals about whom they hold private information. All information received in connection with an Australian Football product or service, or in the conduct of the Football Body's business, should be treated seriously, having regard to legal obligations.

## 4 Information Collected

During the course of business, the Football Body may collect personal information including without limitation, the following:

- name, postal/email address, gender, occupation, contact information and favourite AFL Club;
- information about dealings with Australian Football Bodies, including membership history, subscriptions for Australian Football Bodies' services and Australian Football Bodies' products ordered or purchased;
- an IP address, geolocation and credit card information; and
- information derived from the use of "cookies".

**NOTE:** A cookie is a small text file that the Football Body may place on an individual's computer. Usually, cookies are used as a means for a website to remember an individual's preferences and are thus designed to improve experience. Cookies may collect and store personal information about an individual. The Football Bodies treat personal information that may be obtained through cookies and any other information supplied in accordance with this privacy policy.

### **(Personal Information)**

By providing the Football Body with Personal Information, an individual consents to that information being collected, used, disclosed and stored in accordance with this Privacy Policy.

If an individual does not give Personal Information to the Football Body, it may affect the ability of the Football Body to provide the individual with products and/or services.

## 5 Information from Third Parties

During the course of business, the Football Body may 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 third parties that provide the Football Body with the Personal Information may be related or unrelated to the Football Body and may provide that information intentionally or unintentionally. Football Body should not intentionally solicit Personal Information that is unintentionally disclosed.

## 6 Storage of Personal Information

Wherever reasonably practicable, the Football Body should store Personal Information on data servers that are owned and controlled by the Football Body and are located within the geographical borders of Australia. However, by providing the Football Body with Personal Information, an individual consents to his or her information being stored on a data server that is owned by a third party that may be located outside Australia.

## 7 Use & Disclosure of Personal Information

The Football Body uses Personal Information for the purposes for which it was collected and related purposes, including without limitation, to:

- provide products and services to the individual, to manage and account for the products and services, and to improve the products and services;
- manage their relationship(s) with the individual;
- provide the individual with information about events, products and/or services that may interest the individual;
- facilitate the internal business operations of the Football Body;
- promote and market the Football Body's events, products or services to the individual;
- enable the corporate partners and sponsors of the Football Body, including the AFL's digital rights partner, as well as related bodies, to market and promote their products and services to the individual.

The Football Body may disclose Personal Information for the purposes listed above and also if required by law as permitted under the National Privacy Principles

## 8 Information Security

The Football Body should take reasonable steps to protect all Personal Information from misuse, loss, unauthorised access, modification or disclosure. The Football Body should take reasonable steps to hold information securely in electronic or physical form. The Football Body should store Personal Information in access controlled premises or in electronic databases requiring logins and passwords. Where reasonably practicable, individuals with access to confidential information held by the Football Body are subject to confidentiality obligations.

## 9 Access & Correction

An individual may request access at any time to Personal Information held by the Football Body. The Football Body may charge a fee where access is provided. The Football Body may refuse to provide access if permitted to do so by law.

## 10 No Liability

To the maximum extent permissible by law, the Football Body expressly disclaims any liability for a breach of this Policy. By providing the 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 Football Body.

## 11. Misuse of Personal Information

In the event that the Football Body determines that a Member has, or may have, used or disclosed Personal Information other than in accordance with this Policy (**Misuse of Personal Information**), the matter may be referred to an investigator in accordance with the *National Complaint and Investigation Guidelines* (if applicable) or to a disciplinary tribunal constituted in accordance with the *National Disciplinary Tribunal Guidelines* (if applicable).