



PDWF - Pennendale Wanderers Fan Club

Fan Club

## PRIVACY POLICY:

### How we respect your privacy.

At The Megs Project "PWFC", we respect the privacy of your personal information in our care and this commitment is demonstrated in our Policy on Information Privacy. Under no circumstances will information be sold or made available to marketing agencies or similar parties not involved with PWFC. Members have the right to opt out of mailings. They can access personal information by writing to: PO Box 690, Rosanna, 3084. Under no circumstances will information be sold or made available to marketing agencies, or similar parties not involved with PWFC.

### 1. Members' Rights

Bounce Books Pty Ltd. as manager of PWFC respects and upholds the rights of members to privacy protection. The provisions of this Policy are evidence of our commitment to that protection. This Policy applies to all personal information held in PWFC database.

### 2. Information - Collection

2.1 The Megs Project will, at all times, collect personal information in a fair and lawful manner.

The PWFC Terms and Conditions and the Policy on Information Privacy which detail the purposes for collection of information will be made available to prospective members at the time of their membership application.

2.2 The PWFC database comprises the following personal member information, held by The Megs Project:

- name, address & telephone number(s)
- e-mail address
- date of birth
- Privilege preferences
- Members' signatures/authorities are also collected by PWFC.

2.3 If you are a PWFC member or simply inquiring about our online services, we may use your e-mail address to advise you of any upgrades or changes to these services. (If Applicable) We may also use your e-mail address to send you from time to time various PWFC programs and marketing communications. It is our policy to only e-mail customers who give us permission to do so. If we send you an e-mail for a commercial purpose, we will give you the option of not receiving further communications of this nature.

### 3. Information - Purpose & Usage

Personal member information including your e-mail address will be used for two primary purposes. First, it will be used to ensure the proper functioning of PWFC. Secondly, and subject to the restrictions set out in paragraph 3.2, it will be used for the marketing, planning, product development and research requirements of PWFC and the participating partners.

3.1 Your e-mail address will be included on PWFC Database and, like other personal information held on PWFC Database, will be subject to PWFC Terms and Conditions (including PWFC Policy on Information Privacy).

3.2 PWFC will not use or disclose or permit the use or disclosure of personal member information that could be used to identify an individual member in any circumstances except:

- a. to ensure the proper functioning of PWFC program in relation to the member in question (for example, to confirm membership and acceptance of the Terms and Conditions, to seek the member's views on the operation of PWFC program in order to improve member service, to ensure the integrity of participating retailers, to communicate promotional offers and special events and to identify the member when awards are made) and for these purposes personal member information will only be



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disclosed to PWFC or an agent retained by PWFC under conditions of confidentiality;

- b. Where the personal member information is to be used by a participating retailer for marketing, planning, product development and research and where:
  - i. the personal member information does not include the name of the member; and
  - ii. the participating retailer is bound by a confidentiality agreement with PWFC under which the personal member information may not be used for mailing purposes or in any other way to make contact with the member;
- c. When PWFC is required by law to disclose the personal member information; or
- d. When the member specifically consents in writing to the use or disclosure. Examples of the agents referred to in paragraph 3.2(a) are data processing and data analysis agents, printing contractors and PWFC customer Service Centre. Information will only be provided to these agents to the extent necessary to enable them to undertake their contracted roles in the operation of PWFC program.

3.3 PWFC undertakes to give proper and responsible consideration to privacy issues associated with the introduction of new marketing devices or technology.

3.4 On termination of membership, the member's contact details will be noted as closed, and after twelve months of non usage such contact details will be deleted from PWFC database.

#### **4. Members' Right to Opt Out**

From time to time, promotional offers and special events will be communicated to members. Members have the right to opt out of these additional communications and can do so by requesting this in writing to PWFC.

#### **5. Security Safeguards**

5.1 PWFC undertakes to take reasonable steps necessary to ensure that member information is secure from any unauthorised access or disclosure.

5.2 PWFC assumes no responsibility for the information practices of third-party sites where a user is able to access their sites through ours, and encourages users to review each site's privacy policy before disclosing any personally identifiable information.

#### **6. Cookies and Log Files**

Cookies may be used on some areas of our website. A cookie is a small file placed on a user's hard drive which tracks website navigation. For example, a cookie can be used to store registration information so that a user does not need to re-enter it on subsequent visits. If you are concerned about cookies, most browsers have an option which permits users to refuse a cookie. A user can refuse a cookie and still fully navigate our website. In order to collect user statistics we may anonymously log information, and identify categories of users by items such as domains and browser types.

#### **7. Openness**

7.1 PWFC Policy on Information Privacy will be made available at or prior to application for membership or otherwise on request.

7.2 Members may request access to their personal member information on the PWFC database. Such requests must be in writing to PWFC. A fee for reasonable costs incurred may be charged in responding to these written requests, such fee being made known to the member before it is incurred.

7.3 Members have the right to update any incorrect contact details.

#### **8. Accountability**

8.1 PWFC will institute an annual review to ensure observance of this Policy.

8.2 Day to day responsibility for the implementation of this Policy rests with the Sales and Marketing Manager, WOOF Creative Solutions Pty. Ltd. to whom all correspondence should be addressed. (WOOF Creative Solutions, PO Box 690, Rosanna VIC 3084.)