

# Fundraising Privacy Notice

All yourtown



## About

This is a Privacy Notice of **yourtown** Ltd for our fundraising activities.

## Our Commitment to Privacy

**yourtown** is committed to protecting and securing your privacy and the personal information provided to us.

All personal information collected and held by **yourtown** is protected in accordance with privacy legislation and the Australian Privacy Principles.

## What personal information am I being asked to provide?

**yourtown** collects and holds the following personal information:

- Name and address
- Contact details - phone, fax, mobile, email address
- Payment details such as credit card number and expiry
- Date of birth
- Title
- Transaction details associated with the purchase of **yourtown** tickets and donations.

## Purpose for Collection

**yourtown** collects supporters' personal information for the primary purpose of fundraising which includes recording and processing of **yourtown** ticket sales and donations. It is a legislative requirement that **yourtown** records purchaser information and contact details for each ticket purchased in the Art Union. These details must be kept for drawing and auditing purposes, in compliance with gaming legislation in the various states and territories where the Art Union operates.

Supporters' personal information is also used for the secondary purpose of marketing, planning, product development and research. For instance, from time to time, promotional offers and special events will be communicated to you through direct marketing and other channels. We may provide this information using any contact number or address provided by post, phone, email and SMS. We will give you the opportunity to opt-out of receiving direct marketing communications through each channel. Your consent to receive direct marketing communications in the above ways will be deemed if you do not opt out when we offer you the opportunity to do so, and will remain current until you advise us otherwise.

## Supporters' Right to Opt-out

Supporters have the right to Opt-out of these communications and can do so through any one of the options listed below.

Phone      Australia 1800 500 101 (free call in Australia)  
                 International +61 7 3867 1252

Fax            Australia 1800 557 067 (free fax in Australia)  
                 International +61 7 3367 0642

Post           **yourtown**, Reply Paid 2944, Brisbane QLD 4001 (within Australia)

Online        Existing supporters can change their Communications Preferences online. Log in with your account password and follow the 'My Details' link on the top navigation bar and click on 'Preferences'.

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**Owner:** Fundraising

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**COMPANY CONFIDENTIAL** Correct when printed from the Document Portal. Printed documents are uncontrolled.

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**Email** To unsubscribe from the **yourtown** email database either click on the link at the bottom of the email you received or send an email to support@yourtown.com.au with the subject 'UNSUBSCRIBE'

**SMS** To unsubscribe from the **yourtown** SMS database either click on the link at the bottom of the SMS you received or call us on the phone numbers listed above.

## Do you share my personal information with others?

**yourtown** will not disclose or permit the disclosure of personal supporter information that could be used to identify an individual supporter in any circumstances except:

- a) Where the personal supporter information is to be used by a retained agent for marketing, planning, product development and research
- b) To assist with fulfilment of prizes to the lucky winner/s
- c) When **yourtown** is required by law to disclose the personal supporter information
- d) When the supporter has consented to the use or disclosure.

## Cross-border Disclosure

Your personal information is not sent overseas, and is used only by **yourtown** for the purposes identified above.

## Security of Personal Information

**yourtown** undertakes to take reasonable steps necessary to ensure that supporter information is secure from any unauthorised access or disclosure.

**yourtown** is compliant with the Payment Card Security Standard (PCI DSS) to ensure that supporter credit card information is secure.

## Cookies and Tracking Technology

'Cookies', 'pixel tags' and similar tracking and storage technologies are typically small pieces of data or code that are transferred to an individual's computer to collect information about what the individual is browsing when visiting a web site.

**yourtown** relies on these technologies for monitoring and analysing our web traffic, and for customising content and browsing experiences based upon an individual's previous visits. In our fundraising website, these technologies help individuals remember specific details (such as their account numbers) and to access various social media features. They also help us to monitor the effectiveness of our promotional campaigns.

We utilise the above technologies through the web tools and third-party services we choose to use (such as Facebook, Google Analytics, Google AdWords and Sizmek). These services use these same technologies to determine the advertisements you see when using these services.

Individuals have choice whether they wish to allow the collection and use of this information for these purposes. For instance, we require individuals to opt-in by providing reminder messages with consent buttons. These are presented when first entering a site and/or visiting a specific web page. Individuals can also modify their computer settings to stop receiving cookies.

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## How can I access and correct my personal information?

The yourtown Privacy Policy provides information about how you can access or seek changes to the information we hold about you. You can access the Policy at [www.yourtown.com.au/privacy](http://www.yourtown.com.au/privacy) or you may request a copy. (See contact details for yourtown below.)

## How can I lodge a privacy complaint?

Information about how you can make a privacy complaint is also provided in our Privacy Policy, available at the above link, or you can request a copy via the contact details below.

## How can I contact yourtown for more information?

**Address** GPO Box 2469 Brisbane QLD 4001  
**Phone** (07) 3369 1588  
**Fax** (07) 3367 1266  
**Email** [privacy@yourtown.com.au](mailto:privacy@yourtown.com.au)  
**Website** [www.yourtown.com.au](http://www.yourtown.com.au)