



AFL MASTERS NATIONAL PRIVACY POLICY

Effective 16 September 2024

Effective from

16 September 2024

Applicable to

This Privacy Policy is applicable to all National Board Members, staff and volunteers of AFL Masters Inc (AFLM).

Purpose

The purpose of this policy is to explain in simple language how AFL Masters handles personal information.

Policy

Your privacy is important to AFL Masters Inc (AFLM). This Privacy Policy provides information about the personal information that AFLM collect and the ways in which they may use, hold and disclose this personal information.

AFLM will collect and use your personal information in accordance with this Privacy Policy.

Protecting personal information is fundamental to AFLM's relationship with our affiliated clubs, players, officials, coaches and business partners. All personal information received in connection with AFLM's products or services, or in the conduct of the AFLM's business, is therefore treated seriously, having regard to AFLM's legal obligations.

Personal information is information that identifies you or could identify you. AFLM is subject to the *Privacy Act 1988 (Cth)*, including the Australian Privacy Principles.

Information Collected

Generally, AFLM collects personal information directly from your use of the AFL's community football administration platform provider and any registration you make to participate with or receive information from, AFLM and any business relationship between you and us including via email. The personal information which AFLM collects, and holds includes:

- your name, age, billing and/or shipping address, email address, gender, occupation, and telephone number(s);
- information about dealings with AFLM, including registration history; and
- opinions and beliefs provided via surveys and questionnaires.

In addition, you may also provide to us, and we may collect and hold additional personal information, such as:

- your credit card information; and
- details of the items ordered or purchased from us.

We also may collect additional non-personally identifiable information (for example, browser version, IP address) that will provide information regarding the general use of AFLM's website.

By providing us 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 us, it may affect our ability to provide you with products and/or services.

We may also collect information about you which is considered sensitive under applicable privacy and data protection laws. Generally, we will ask for your consent to handle your health or other sensitive information, or, in certain circumstances, you will consent to our collection by providing your health or other sensitive information to us.

Where we engage with you, multiple times over a short period in relation to the same matter, we may not provide you with a separate notice about privacy each time we engage with you however we will always provide you with an opportunity to opt-out of receiving communications about that matter within each of those communications.

Opt-Out/Unsubscribe

You can easily unsubscribe at any time you want to our communications by contacting us using the contact details specified later in this Privacy Policy or by following the instructions contained in an e-mail.

It may take some time to put an opt-out or an unsubscribe in effect so you may still receive communications from us for several weeks after your request is received.

For the avoidance of doubt, by opting-out or unsubscribing yourself from a mailing list of an AFLM product or service this will ensure your removal from that particular mailing list but will not guarantee your removal from other mailing lists that AFLM may store your details in as a result of your engagement with a different service or product.

In the event that you opt-out from receiving communications from AFLM you will still be contacted in relation to the administration of your player registration (for example team lists, change of venue etc).

Information from Third Parties

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

Storage of Personal Information

Wherever reasonably practicable, AFLM will store personal information on data servers that are owned and controlled by AFLM's administration platform provider and are located within the geographical borders of Australia.

This may happen if our service providers are located overseas, or if transactions, information, services or products have an overseas connection. Where such parties are located overseas, you may have rights to enforce such parties' compliance with applicable data protection laws, but you may not have

recourse against those parties under the *Australian Privacy Act* in relation to how those parties treat your personal information.

You agree to the disclosure and use of such personal information in accordance with this privacy policy, and consent to its disclosure and its use by third parties, including our service providers in which those parties or their computer systems may be located from time to time, where it may be used solely for the purposes described in this privacy policy, without us being responsible for such use (or for any breach).

Use & Disclosure of Personal Information

AFLM collects, holds, uses and discloses your personal information for purposes including, without limitation:

- to verify your identity;
- to provide, and to assist AFLM 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 AFLM's relationship 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 AFLM;
- to promote and market AFLM's events, products or services;
- to enable corporate partners and sponsors of AFLM, as well as their related bodies corporate, to market and promote their products and services to you;
- to provide to our third-party service providers in connection with any of the above;
- to identify risk and implement appropriate controls to prevent or manage public health responses to pandemics or similar occurrences, including COVID-19, including by providing personal information to relevant Government and health authorities, upon request, to assist with contact tracing and take reasonable precautions to ensure the health and safety of our employees, contractors, and others, and the security of our sites; and
- to manage any Australian Football Body, Government or health authority requirements, policies or protocols for entry into our sites and events.

AFLM may also disclose personal information where it is otherwise permitted to do so by law.

You consent to AFLM using your personal Information for sending you information, including promotional material, about AFLM, or AFLM's products and services, as well as the products and services of third parties, now and in the future. You also consent to us sending you such information by means of direct mail, email, SMS and MMS messages. You can contact us using the contact details specified later in the Privacy Policy if you do not want to receive marketing information from us.

AFLM does not otherwise disclose personal information without your permission, unless the disclosure is:

- in accordance with this privacy policy or any agreement you enter into with us; or
- required or authorised by law, including without limitation the Australian Privacy Principles under the *Privacy Act 1988 (Cth)*.

Accessing AFLM Website

AFLM's website with its top-level domain is located at <http://www.aflmasters.com.au/>. You need not disclose your identity to us in order to visit the AFLM website, except where personal information is voluntarily supplied, however our internet server may automatically record details about any computer used to access the website (such as the IP address, domain name and browser type), the

date and time of access, and details of the information downloaded. This information may be used for internal statistical purposes and to improve AFLM's website.

Cookies

AFLM may use "cookies" on the AFLM website. A cookie is a small text file that may be placed on your computer. Usually, cookies are used as a means for our website to remember your preferences and are thus designed to improve your experience of AFLM's website. Cookies may collect and store personal information about you.

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

If you disable the use of cookies on your web browser or remove or reject specific cookies from our website or linked sites, then you may not be able to gain access to all of the content and facilities on AFLM's website.

Website Analytics

When you visit and browse our website, host and some third-party service providers may collect information for statistical, reporting and maintenance purposes.

Subject to the terms of this Privacy Policy, this information is used to administer and improve the performance of AFLM's website and will not be used to identify you. The information may include:

- the number of users visiting our website and the number of pages viewed;
- the date, time and duration of a visit;
- visiting patterns of individuals accessing our website;
- the IP address of your computer; and
- the path taken through our website.

AFLM may use website analytic services to help analyse how you use our website (Website Analytics). Website Analytics generate statistical and other information about website use by means including but not limited to cookies which are stored on users' computers. The information generated is used to create reports about the use of our website. Our third-party providers of these services may store this information. AFLM will not (and will not allow any third party to) use Website Analytics to track or to collect any personally identifiable information of visitors to AFLM's website. AFLM will not associate any data gathered from our website with any personally identifying information from any source as part of our use of Website Analytics.

AFLM treats personal information that may be obtained through cookies and any other information supplied to us (for example if you send us an email) in accordance with this Privacy Policy.

Links

AFLM's website may contain links to other websites operated by third parties. We make no representations or warranties in relation to the privacy practices of any third-party website and we are not responsible for the privacy policies or the content of any third party website. Third party websites are responsible for informing you about their own privacy practices.

Information Security

AFLM will take reasonable steps to protect all personal information within their direct control from misuse, interference, loss, unauthorised access, modification, or disclosure. AFLM 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.

Notifiable Data Breaches Scheme

In the event of any loss, or unauthorised access or disclosure of your personal information that is likely to result in serious harm to you, AFLM will investigate and notify you and the Australian Information Commissioner as soon as practicable, in accordance with the *Privacy Act 1988 (Cth)*.

Contacting AFLM Regarding Access & Correction and Privacy Complaints

The privacy laws of some jurisdictions give individuals the right to access, amend or delete their personal information or, in some circumstances, to restrict or object to the processing of their personal information.

Information we hold about you should be up-to-date and accurate. Please advise of any changes to your information using the contact details set out in this section.

An individual may:

- request access to and seek the correction of their personal information held by AFLM at any time;
- make a complaint in relation to an alleged breach of privacy; or
- submit a query or concern about this Privacy Policy or AFLM's information handling processes, by contacting AFLM's General Manager by email at generalmanager@aflmasters.com.au or in writing to AFLM c/-, General Manager, AFL Masters, PO Box 3309, Mornington Victoria 3931.

Access

You will be required to provide proof of identity in order to obtain access to your personal information. If you would like to request a copy of your data or would like to take steps to exercise your rights, please contact us as set out in above section. AFLM may charge an administration fee where access is provided. AFLM may refuse to provide access if permitted to do so by law. AFLM will aim to provide access to your personal information within 30 days of a valid request.

Complaints

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 AFLM.

AFLM's General Manager will commence an investigation into your complaint. You will be informed of the outcome of your complaint within a reasonable period of time following completion of the investigation.

Review of Policy

This policy will be reviewed every two years, by the General Manager, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the General Manager to the National Board.

Revised 16 September 2024