

PRIVACY POLICY

1. Our commitment to privacy

Apple Group Marketing Pty Ltd (ACN 132 476 709) (referred to as **Apple Marketing, we, our, or us**) is committed to the protection of your personal information in accordance with the Australian Privacy Principles as set out in the *Privacy Act 1988* (Cth)(Privacy Act).

This Privacy Policy sets out how we will collect, use, store and disclose your personal information.

2. What is personal information

“**Personal Information**” is information or an opinion about an identified individual (or an individual who is reasonably identifiable), whether the information is true or not, and whether the information is in a recorded material form or not).

3. The types of information we collect

The types of personal information we may collect when dealing with you includes:

- your contact details (name, residential and postal address, telephone numbers and email address);
- your donation history; and
- your payment information (such as your bank account details or credit card details) if you donate to an Australian charity or non-profit organisation we represent, so that we may process your donation through our Online Payment Portal, after which your payment information is destroyed.

The types of information we collect include records of communication between us, which may include from time to time, information you provide us or we collect from the Australian charities and non-profit organisations that we represent. This includes, but is not limited to, the following types of information:

- your year of birth;
- your donation history;
- how we communicate with you from time to time (for example, by phone, email or SMS); and
- any personal or other information we obtain from you or about you from Australian charities and non-profit organisations that we represent and to which you have previously made a donation.

4. Why we collect private information about you

Our organisation involves assisting Australian charities and non-profit organisations in fundraising.

This means we identify potential donors to charities or non-profit organisations and contact them seeking their support and assistance for these entities.

We collect personal information about people so as to allow us to provide our services to our clients to help them do the good work they do in the community.

We do not use personal information in any way other than in the furtherance of fundraising for Australian charities and non-profit organisations. We do not use personal information for fundraising or direct financial benefit for us other than through our fundraising service activities.

We generally only collect the personal information we need that is reasonably necessary for us to deliver and improve the services we provide. This includes processing donations, providing receipts, and sending you information about the organisation.

We may also use your personal information for the following purposes:

- for the immediate reason for which you have provided it to us (for example, to enable us to process your request, payment, registration, subscription, etc);
- as an analytical tool for the purposes of analysing our clients donor base to help us maximise the benefits we provide to our clients;
- to maintain contact with you about our clients work, to report to you about our clients work, or to encourage you to learn about what our clients do; and
- any other purpose related to our work for which you have your provided consent; and
- where required by law.

We don't rent, sell or exchange your personal information. We will only disclose your personal information to the charity or non-profit organisation for whom we represent at the time of collecting your information.

Sometimes we may be legally required to disclose your personal information, for example, to government departments.

5. How we collect personal information

We will generally collect personal information directly from you. This may be:

- during a telephone call with you;
- from an audio recording of a phone call with you (if you consented to the recording of the phone call);
- whilst delivering and administering services at our facilities;
- electronically including through our website and online surveys; and
- from forms, coupons and other correspondence (both in hard copy and electronically).

We may also collect your personal information from other charities or non-profit organisations that we represent if you have previously been a supporter of them.

6. Information collected via our website

We use cookies on our website to obtain information about a user's visit to our website. This information may include the IP address of your device, the pages visited on our website, the date and time the pages were visited on the website. Cookies are not used by us to collect and store personal information. You can adjust your internet browser to disable cookies, however this may hinder your access to or use of some areas of our website.

We use social media platforms such as Linked In, Twitter and Facebook to communicate with the public about our activities. These services have their own privacy policies which you can access directly.

7. How we use your personal information

We only use your personal information for the reason we collect it as set out above and for the purpose(s) for which it was collected, or as otherwise permitted by law.

We will only disclose personal information we collect to the Australian charity or non-profit organisation whom we represent or as required by law.

8. Accessing and correcting your personal information

You may request access to the personal information we hold about you. If you find inaccuracies in your personal information we will amend as per your request. Occasionally, we may need to refuse your request to access information, for example, where granting you access would infringe someone else's privacy.

When you request access, we will ask you to provide some form of identification so that we can ensure that you are the person to whom the information relates. All requests for personal information must be made in writing to the Privacy Officer of Apple Marketing, whose details are set out below.

If you have a question about this Privacy Policy or wish to access your personal information, please contact us at privacy@applemarketing.com.au or write to us:

Privacy Officer
Apple Marketing Group
PO Box 3449
Southport BC
QLD 4215

We will aim to initially respond to you within three (3) business days of receiving your request. If we're not able to help with your request, you will receive a written explanation as to why.

9. Complaints about a breach of your privacy

If you are concerned about how we have collected or managed your personal information we request you follow the procedure set out below.

1. Email us on privacy@applemarketing.com.au then download and complete the Complaints Form (available at www.applemarketing.com.au). Submit your completed Complaints Form to privacy@applemarketing.com.au. In order to effectively address your complaint, we may request further information from you about your complaint and the reasons behind it.
3. After we receive all the information we need from you, allow us approximately 28 days to address your complaint.

Or write to us:
Privacy Officer
Apple Marketing Group
PO Box 3449
Southport BC
QLD 4215

If you're not satisfied with how we have handled your complaint you can also contact the Office of the Australian Information Commissioner (**OAIC**) at www.oaic.gov.au.

The OAIC is a government body independent of us. It has the power to investigate complaints about possible interference with your privacy.

10. Securing your information

We take reasonable steps to ensure the security of personal information we hold and to protect it against loss, misuse or unauthorised access, destruction, use, modification or disclosure.

Our IT systems comply with applicable security standards and only authorised personnel are permitted to access these details.

We may permanently de-identify, delete or destroy personal information where it is no longer needed for the purpose it was collected or for another legal purpose such as record keeping.

11. Anonymity and Pseudonymity

You may wish to communicate with us anonymously or by using a pseudonym.

Wherever possible, we will try to accommodate a request for anonymity or if you are using a pseudonym. However, where it is impractical for us to communicate with you or we are required by law to deal with you personally we will be unable to deal with you anomalously or if you are using a pseudonym. If this is the case we will notify you.

12. Links to other websites

Our website may contain links to third party websites, and third party websites may also have links to our website.

Our Privacy Policy does not apply to external links or other websites.

The operators of other websites may collect your personal information.

We encourage you to read the privacy policies of any website you link to from our website.

13. Changes to this Privacy Policy

We may amend this policy from time to time. If we do so, we will post our amended Privacy Policy on our website.

Our current Privacy Policy will always be on our website and it will replace any prior Privacy Policy.