



Apple Marketing Group
The Fundraising Specialists



Cause
Connect

PRIVACY POLICY

1. Our commitment to privacy

Your privacy is a top priority for us.

When dealing with your personal information we observe our obligations under the *Privacy Act 1988* (Cth) and comply with the Australian Privacy Principles, as well other relevant State legislation.

This policy sets out how we will collect, use, store, disclose and de-identify your personal information.

2. The types of information we collect

The types of personal information we collect include:

- contact details (name, address, telephone numbers, email, etc);
- complaint details;
- donation history; and
- your preferred payment method.

The types of sensitive information we collect include records of communication between us, which may include from time to time, information you provide us or we collect from others. This includes, but is not limited to, the following types of information:

- date of birth;
- gender;
- donation history;
- how we communicate with you from time to time (for example, by phone, email or SMS); and
- any idiosyncratic or personal or sensitive information we obtain from you or others about you.

3. Why we collect private information about you

Our organisation involves assisting 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 our clients.

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

We generally collect the information we need to deliver and improve the services we provide. This includes processing donations, providing receipts, maintaining accurate details of our clients supporters' history with the organisation and sending you information about the organisation. We might also use your 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 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 and for which you have provided consent (where it is reasonably required by law).

We don't rent, sell or exchange your information. We will only disclose your 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 information, for example, to government departments.

4. How we collect your information

We may collect information from you either directly or from third parties. Information we collect from third parties may be by formal or informal means.

Where we collect information from third parties and it is not personal information that is contained in a Commonwealth record, we will take reasonable steps to destroy or de-identify the information as required by law.

We collect personal information about supporters of those charities and non-profit organisations for whom we represent. We collect information in the following ways:

- electronically including through our website and online surveys;
- during phone calls;
- in voice or image recordings;
- whilst delivering and administering services at our facilities; and
- from forms, coupons and other correspondence (both in writing and electronically).

5. How we use your 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 disclose the information we collect to the charity or non-profit organisation for whom we represent or as required by law.

6. Accessing and correcting your personal information

You can access your information by asking us. If you find inaccuracies in your 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.

In some cases, we may also ask you to pay a reasonable fee to cover the cost of access.

If you have a question about this privacy policy or want to access your personal information you can contact us at privacy@applemarketing.com.au or write to us:

Privacy Officer

Apple Marketing Group

PO Box 3449

Australia Fair 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.

7. 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).
2. 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

Australia Fair 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.

8. Disclosing your personal information overseas

We may use overseas facilities or contractors to process or back-up information or to provide other services.

As a result, we may disclose your personal and sensitive information to our overseas facilities or contractors for these purposes.

However, any disclosure of your personal and sensitive information overseas does not change our commitment to safeguarding your privacy.

9. Securing your information

We take reasonable steps to ensure the security of personal and sensitive 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 personal information where reasonable and possible; and
- delete or destroy personal information once there is no longer a legal or business need for us to retain it.

10. Anonymity

It is your right to be dealt with anonymously, provided that is it lawful and practicable.

We will try to accommodate a request for anonymity wherever possible, however we note that in some circumstances, this may prevent us from practically and effectively communicating with you.

If this is the case we will notify you.

11. 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.