



Apple Marketing Group
The Fundraising Specialists



PRIVACY STATEMENT

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 as other relevant State legislation. Our Privacy Policy sets out how we will collect, use, store, disclose and de-identify your personal information. To view our Privacy Policy visit www.applemarketing.com.au or write to us:

Privacy Officer
Apple Marketing Group
PO Box 3449
Australia Fair QLD 4215

2. The types of information we collect

The types of personal information we collect include:

Personal Information:

- contact details (name, address, telephone numbers, email, etc);
- complaint details;
- donation history; and
- your preferred payment method – we prefer to add your preferred payment method as we do not store credit card or bank account details.

Sensitive 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 information we obtain from you or others about you.

3. How we collect your information

We collect your 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).

4. How we use your information

We will only use and disclose your personal and sensitive information for the purpose(s) for which it was collected, or as otherwise permitted by law. We will only disclose your information to the charity or non-profit organisation for whom we represent. We take reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations when handling your personal and sensitive information. If you don't want your personal information disclosed to another organisation, please let us know at the time we collect your information.

We will not disclose the above information that we collect to affiliates or other third parties without your consent.

5. 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 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.

6. Complaints about a breach of your privacy

If you're concerned about how we have collected or managed your personal information please email us on privacy@applemarketing.com.au or write to us:

Privacy Officer

Apple Marketing Group

PO Box 3449

Australia Fair QLD 4215

If you wish to raise a complaint with us, please follow the steps set out in our privacy policy (available here www.applemarketing.com.au).