ESSENDON FOOTBALL CLUB

COUNTRY CLUB

ESSENDON FOOTBALL CLUB

WINDY HILL VENUE

&

MELTON COUNTRY CLUB

PRIVACY POLICY

LEIGH BARRETT & ASSOCIATES

Expert Advice in Regulatory Compliance, Policy and Procedure

Windv Hill Venue and Melton Country Club Privacy Policy

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1.0 Privacy Policy Overview

1.1 We respect your personal information, and this Privacy Policy (the **"Policy")** explains how we handle it.

1.2 The Policy is consistent with the *Privacy Act* 1988 (Cth), the *Australian Privacy Principles* effective from 12 March 2014 and other federal and state legislation with which we are required to comply.

1.3 We have adopted this Privacy Policy to ensure that we collect and manage private information about individuals in a responsible and sensitive manner.

1.4 This Privacy Policy coexists with the AFL and AFL Club Privacy Policy that can be accessed via the Essendon Football Club website (www.essendonfc.com.au).

1.5 More information about the way we manage personal information about members, customers and staff can be obtained by contacting our Privacy Officer as listed at Section 10 below.

2.0 Respecting your privacy

2.1 Certain information about you is required, by law, to be collected and retained. Where this information is collected and retained, it will be done in a discreet and confidential manner and consistent with the legislation and principles listed in **1** above.

3.0 Types of personal information collected

3.1 We collect, retain and use personal information about our members and customers to satisfy regulatory requirements and for certain marketing purposes.

3.2 The information we collect and retain may include:

3.2.1 Name and/or aliases;
3.2.2 Residential address;
3.2.3 Date of Birth;
3.2.4 Gender
3.2.5 Telephone number;
3.2.6 Email address;
3.2.7 Australian Business Number (where applicable);
3.2.8 Source of funds (where applicable);
3.2.9 Country of citizenship or residence (where applicable);
3.2.10 Occupation (where applicable); and
3.2.11 Electronic image of your face.

4.0 How personal information is collected

4.1 We may collect personal information about you in a number of ways, including:

4.1.1 Asking for all or part of the information to be provided by you to us verbally;

4.1.2 Asking for all or part of the information to be provided to us in writing or electronically when you create an EssendonFC account, become a member of the Essendon Football Club and/or a member at the Windy Hill venue or Melton Country Club venue;

4.1.3 Asking for your name, email address and allowing you the option to also provide your mobile telephone number when you log into the free Wi-Fi facility available at the Club's venues;

4.1.4 Requesting that you provide to us documentary evidence of your identity in accordance with legislative or regulatory obligations, that may be by way of (including, but not be limited to):

4.1.4.1 Current Driver's Licence;
4.1.4.2 Current Passport;
4.1.4.3 Proof of Age Card;
4.1.4.4 National ID Card;
4.1.4.5 Pension or other Government Entitlement Card;
4.1.4.6 Australian Taxation Office Notice;
4.1.4.7 Australian Local Government Notice;
4.1.4.8 Australian Utilities Provider Notice.

4.1.5 Taking an electronic photographic image of your face.

4.2 Where the information is obtained by you producing documentary evidence of identity as described in 4.1.4 above, we may photocopy and retain the documentary evidence in accordance with **Section 5** below.

4.3 Unless you reach a prior agreement with us to the contrary, any photographic film, tape or other image taken of you whilst at our venue by or on behalf of us, may be used to promote our venue and related events.

4.4 Not withstanding 4.3 above, we will make all reasonable efforts to contact you prior to the use of such material for the purposes of promotion of the organisation.

4.5 Where an electronic photographic image of a patron's face is recorded for facial recognition purposes, it will only be recorded for self-excluded and/or banned patrons and retained only for the period of their self-exclusion or banning from the venue and destroyed at the expiration of that period.

5.0 How personal information may be used

5.1 Personal information that we collect may be used as follows:

5.1.1 For direct marketing purposes (where you have elected to receive direct marketing information from us);

5.1.2 Internal organizational (only) analysis of membership and/or customer statistical data; and

5.1.3 To satisfy legislative and/or regulatory obligations imposed on the Club.

5.1.4 To identify self-excluded and/or banned patrons who may enter the Club.

6.0 Accessing EssendonFC Account Manager

6.1 EssendonFC Account Manager is a sub-domain of the Essendon Football Club website (www.essendonfc.com.au) and related sites pertaining to Essendon Football Club's Windy Hill (www.windyhillvenue.com.au) and Melton Country Club (www.meltoncc.com.au) venues.

6.2 Although you are not required to disclose your identity to Essendon Football Club in order to visit any of the websites listed here, our internet servers may automatically record details about any computer used to access the websites (such as the IP address, domain name, browser type, date and time of access, and details of the information downloaded). This information is used only for internal statistical purposes and to improve the listed websites.

6.3 Accessing EssendonFC Account Manager requires you to have created an account. To create an account you must supply us with your name, address, date of birth, email address, gender and mobile telephone number.

6.4 The information listed in 6.3 above will only be used for the purposes outlined in this Privacy Policy.

7.0 Disclosure by law

7.1 Personal information held by us will not be provided to any other person or organisation for any purpose, nor used for any other purpose than those described above and related purposes except in circumstances where an individual has consented to the use and disclosure, or the use and disclosure is authorized or required by law, regulation or relates to the organization's supervisory functions.

Your access to your personal information

8.0 A person can access his or her own information held by us (so far is permitted by law) by contacting our Privacy Officers.

8.1 If the information held by us is inaccurate, incomplete or not current, a person may request that we correct the information.

8.2 There may be circumstances where we are entitled to deny a person access to the information we hold. These circumstances may include:

8.2.1 Where the information is confidential;
8.2.2 Where the information is commercially sensitive;
8.2.3 Where the privacy of others may be breached if the information was accessed; or
8.2.4 Where denial of access is required or authorized by law.

8.3 Our Privacy Officer will advise if any of the above circumstances apply.

9.0 Resolution of privacy concerns

9.1 If a person has a concern about a possible interference with privacy or non-compliance with our Privacy Policy, the person should contact our Privacy Officers. If the person's concerns are not resolved to the satisfaction of the person, the matter can be referred to the Office of the Australian Information Commissioner by telephone on 1300 363 992 or via email at enquiries@oaic.gov.au

10.0 Privacy Officer contact information

10.1

Name:	Alan Burton
Postal Address:	PO Box 442, Essendon, Victoria, 3040
Telephone:	(03) 8371 0335
Email:	aburton@essendonfc.com.au

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