



AFL MASTERS VICTORIAN METROPOLITAN SUPERULES FOOTBALL LEAGUE (INC.)

PRIVACY POLICY			
Policy number	AFLVM-Privacy	Version number	001
Drafted by	J Pitson	Board approval on	5 June 2023
Person Responsible	General Manager	Scheduled review date	December 2024

Privacy Policy

1. AFLVM Privacy Policy

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

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

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

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

2. Information Collected

Generally, AFLVM collect 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, AFLVM and any business relationship between you and us including via email. The personal information which AFLVM collect, and hold includes:

- your name, age, billing and/or shipping address, email address, gender, occupation, and telephone number(s);
- information about dealings with AFLVM, 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 AFLVM'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.

3. Opt-Out/Unsubscribe

You can easily unsubscribe at any time you want to our communications by contacting us using the contact details specified in point 10 of 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 AFLVM product or service this will ensure your removal from that particular mailing list but will not guarantee your removal from other mailing lists that AFLVM 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 AFLVM you will still be contacted in relation to the administration of your player registration (for example team lists, change of venue etc).

4. Information from Third Parties

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

5. Storage of Personal Information

Wherever reasonably practicable, AFLVM will store personal information on data servers that are owned and controlled by AFLVM'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).

6. Use & Disclosure of Personal Information

AFLVM collect, hold, use and disclose your personal information for purposes including, without limitation:

- to verify your identity;
- to provide, and to assist AFLVM 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 AFLVM 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 AFLVM;
- to promote and market AFLVM events, products or services;
- to enable corporate partners and sponsors of AFLVM, 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.

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

You consent to AFLVM using your personal Information for sending you information, including promotional material, about AFLVM, or AFLVM'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 in point 10 if you do not want to receive marketing information from us.

AFLVM do 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).

7. Accessing AFLVM Website

AFLVM's website with its top-level domain is located at <http://www.aflvm.com.au/>. You need not disclose your identity to us in order to visit the AFLVM 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 AFLVM's website.

7.1 Cookies

AFLVM may use "cookies" on the AFLVM 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 AFLVM'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 AFLVM's website.

7.2 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 AFLVM'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.

AFLVM 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. AFLVM 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 AFLVM's website. AFLVM 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.

AFLVM treat 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.

7.3 Links

AFLVM'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.

8. Information Security

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

9. 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, AFLVM will investigate and notify you and the Australian Information Commissioner as soon as practicable, in accordance with the Privacy Act 1988 (Cth).

10. Contacting AFLVM 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 point 10.

An individual may:

- request access to and seek the correction of their personal information held by AFLVM 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 AFLVM's information handling processes, by contacting AFLVM's General Manager by email at gm@aflvm.com.au or in writing to AFLVM c/-, General Manager, AFL Masters Victorian Metropolitan Superules Football League, PO Box 175, Rye Victoria 3941.

10.1 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 this point 10. AFLVM may charge an administration fee where access is provided. AFLVM may refuse to provide access if permitted to do so by law. AFLVM will aim to provide access to your personal information within 30 days of a valid request.

10.2 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 AFLVM.

AFLVM'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.

11. Updates to Privacy Policy

AFLVM may vary this Privacy Policy from time to time, by posting an updated Privacy Policy accessible via <http://www.aflvm.com.au>.