



AFL PLAYERS' ASSOCIATION
Privacy Policy



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Privacy Policy

1. Protection of Privacy

Your privacy is important to the AFL Players' Association Inc (**AFLPA**). This Policy has been developed for you to understand how the AFLPA collect, use, communicate, disclose and make use of your personal information. The AFLPA will collect and use your personal information in accordance with this Privacy Policy.

The personal information is information that identifies you or could identify you. The AFLPA is required to comply with *Privacy Act 1988* (Cth) including the *Australian Privacy Principles*.

2. Collection of Personal Information

2.1. General Collection

The AFLPA collects personal information directly from registrations and forms that you complete and provide to the AFLPA, your use of the AFLPA's Website, and other information provided by you and/or your agent to the AFLPA including by email. The personal information which the AFLPA collects and holds includes, but is not limited to:

- 2.1.1. Your name, address, gender, date of birth, occupation, email and other contact details;
- 2.1.2. Bank account details;
- 2.1.3. Information about your physical, mental and psychological health;
- 2.1.4. Playing history;
- 2.1.5. Education details and status;
- 2.1.6. Management Details;
- 2.1.7. Information about your dealings with the AFLPA including membership history, subscriptions, and event attendances;
- 2.1.8. Your IP address;
- 2.1.9. The AFL Club that you support;

- 2.1.10. Information derived from the use of cookies;
- 2.1.11. Details of items ordered or purchased from the AFLPA; and
- 2.1.12. In the case of Agents, business details including ABNs and general client lists.

By providing personal information to the AFLPA you consent to that information being collected, used, disclosed and stored in accordance with this Privacy Policy.

2.2. Cookies

The AFLPA may use "cookies" on its website(s). A cookie is a small text file that the AFLPA may place on your computer. Usually, cookies are used as a means for our websites to remember your preferences and are thus designed to improve your experience on the AFLPA's website(s). 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(s) or linked sites, then you may not be able to gain access to all of the content and facilities on our website(s).

2.3. Website Analytics

When you visit and browse the AFLPA's website(s), the 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 the AFLPA's website(s) and will not be used to identify you. The information may include:

- 2.3.1. the number of users visiting the website and the number of pages viewed;
- 2.3.2. the date, time and duration of a visit;
- 2.3.3. visiting patterns of individuals accessing the website;
- 2.3.4. the IP address of your computer; and
- 2.3.5. the path taken through the website.

The AFLPA use website analytic services to help analyse how you use the AFLPA's website(s) (**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 the AFLPA's website(s). The AFLPA's third party providers of these services may store this information.

The AFLPA 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.

3. Information from Third Parties

The AFLPA will also collect personal information that is given to it by a third party in the course of its business. In many cases the AFLPA will collect personal information from the AFL and the AFL Clubs. This information forms part of the personal information described in this Policy. The AFLPA will not intentionally solicit personal information that has been unintentionally disclosed by you to a third party.

4. Use and Disclosure of Personal Information

The AFLPA collects, holds, uses and discloses personal information for purposes including, without limitation, to:

- 4.1. Verify your identity;
- 4.2. Provide products and services to you to manage and account for products and services and to improve products and services;
- 4.3. In the provision of member services including under the AFLPA's Player Development programs;
- 4.4. To manage the AFLPA's relationship with you including your membership of the AFLPA;
- 4.5. Provide you with information about events, products and services that may interest you;
- 4.6. Facilitate internal business operations of the AFLPA;
- 4.7. Promote and market the AFLPA's events, products and services including by distributing newsletters, publications, invitations, offers and other communications by various mediums;
- 4.8. Administer and manage the AFLPA's website and provide you with access to that website; and

4.9. In the case of Agents' names and contact details only, through the AFLPA website, aflplayers.com.au.

The AFLPA may also disclose personal information to third parties, including but not limited to, the AFL, AFL Clubs and external service providers in connection with the purposes detailed above. The AFLPA will take reasonable steps to ensure that these third parties comply with privacy legislation.

The AFLPA may also disclose personal information where it is otherwise permitted to do so by law. The AFLPA may also notify you of other purposes for which your personal information will be used at the time at which the AFLPA collects your personal information.

You consent to the AFLPA using your personal information for any of the matters detailed above or any other matter notified to you at the time at which personal information is collected. You also consent to the AFLPA contacting you with such information by means of post, email, SMS and telephone. The AFLPA will not otherwise disclose personal information without your permission unless a 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*.

5. Information Security

The AFLPA will take reasonable steps to protect all personal information within its direct control from misuse, interference, loss or unauthorised access, modification or disclosure. The AFLPA will take reasonable steps to hold information securely and in an electronic or physical form in a controlled premises or in a database requiring a password for access.

The AFLPA will store personal information on data servers controlled by the AFLPA and which are located within Australia. In addition, the AFLPA may also store personal information in a physical form either in its secure offices or secure archive facilities within Australia.

6. Accuracy of Personal Information

The AFLPA takes all reasonable precautions to ensure that the personal information that it collects, holds, uses and discloses is accurate complete and up-to-date. However, the AFLPA relies on the accuracy of personal information provided to it both directly and indirectly. Please contact the AFLPA during



business hours on 03 9926 1344 or otherwise by fax on 03 9926 1350 or email at info@aflpa.com.au if any of your personal information held by the AFLPA is inaccurate.

7. Contacting the AFLPA

You may:

- 7.1. Request access to and seek the correction of your personal information held by the AFLPA at any time;
- 7.2. Make a complaint in relation to a breach of privacy;
- 7.3. Submit a query or concern about this Privacy Policy;

by contacting the AFLPA during business hours on 03 9926 1344 or otherwise by fax on 03 9926 1350 or email at info@aflpa.com.au.

Any request for access to your personal information must be made in writing. This is for security purposes. You will be required to provide proof of identity in order to obtain access to your personal information.

At all times privacy complaints will be treated seriously and dealt with in a confidential manner.

8. Variations

The AFLPA may determine, in its discretion, to update this Policy from time to time. If the AFLPA varies this Policy, it will provide the revised policy on its website.

