

Brand Sports Privacy Policy

This document sets out the Privacy Policy of Brand Sports, effective from February 2015.

We recognise that your privacy is important to you. We are committed to ensure that any information, which you provide to us, is collected and managed in an open and transparent way. Brand Sports takes its obligations seriously and has adopted policies and procedures to ensure that all personal information is dealt with in accordance with the Australian Privacy Act.

The Policy explains the approach adopted by Brand Sports in relation to the collection and handling of personal information.

1. Consent

- 1.1 By using the Brand Sports website at www.brandsports.net ("the Website") and any of the services provided by Brand Sports as outlined in the Terms & Conditions of Use ("the Services") you consent to the Brand Sports Privacy Policy ("the Policy"). If you do not agree with the Policy, you may not use the Website or make use of the Services. Information gathered through the Website may be transferred, used, and stored by Brand Sports, its agents, and users of the Website and the Services.
- 1.2 If you access the Website and use the Services you consent to the use of your personal information.

2. Why is Personal Information Collected?

- 2.1 Brand Sports collects personal information to conduct its business, and to provide and market the Services.
- 2.2 Brand Sports's Services have been established with a number of purposes, which include consulting, photography, preparing Club programs, conducting coaching clinics for coaches and sourcing merchandise and equipment.
- 2.3 Brand Sports collects personal information about you through the Website and via telephone enquiries.
- 2.4 If personal information is not provided, Brand Sports may not be able to supply the Services.

3. What Personal Information is Collected?

- 3.1 The type of information Brand Sports may collect and hold includes personal information about you, and any person or business who attempts to use the Website and the Services.
- 3.2 The nature of the information Brand Sports may collect in order to provide the Services includes personal information submitted through the Website, which information can be used to identify you, and includes but is not limited to:
 - 3.2.1 names;
 - 3.2.2 physical addresses;
 - 3.2.3 email addresses;
 - 3.2.4 phone numbers; and
 - 3.2.5 credit card, bank and other payment information.

4. **How your Personal Information is Used and Disclosed?**

- 4.1 Brand Sports may use and disclose your personal information for the primary purpose for which it is collected, for reasonably expected secondary purposes, which are related to the primary purpose and for any other purpose authorised by the Privacy Act.
- 4.2 In general, Brand Sports will use and disclose your personal information for the following purposes:
 - 4.2.1 conducting its business;
 - 4.2.2 providing and marketing the Services;
 - 4.2.3 communicating with you;
 - 4.2.4 complying with its legal obligations;
 - 4.2.5 helping to manage and enhance the Services.
 - 4.2.6 to service providers and other agents engaged to perform functions on its behalf such as processing of payments, provision of data storage, hosting of the Website, marketing of Brand Sports's Services, conducting audits and performing web analytics.
- 4.3 The Website and the Services may provide links to third party sites. Brand Sports is not responsible for the privacy policies, practices or the content of websites owned by others that you may link to through the Website or that may be linked through the Services. Accordingly you are encouraged to review the privacy policies and terms of service of linked websites so that you understand how those websites collect, use and share personal information.

5. **Who else might see your Personal Information?**

- 5.1 Brand Sports may disclose your personal information to:
 - 5.1.1 other companies or individuals who assist Brand Sports in providing the Services or who perform functions on its behalf, such as specialist consultants;
 - 5.1.2 government or regulatory authorities;
 - 5.1.3 legal advisers and other professional service bodies that Brand Sports uses from time to time.

6. **How is Personal Information kept Accurate?**

- 6.1 It is the responsibility of each user of the Website and the Services to ensure the personal information Brand Sports holds about you on the Website is up to date in order for the Services to benefit you.

7. **Management of Personal Information**

Brand Sports:

- 7.1 ensures reasonable steps are taken to protect the security of personal information. Brand Sports's personnel are required to respect the confidentiality of personal information and the privacy of individuals.

- 7.2 takes reasonable steps to ensure only authorised persons are given access to the Website which holds your personal information.
- 7.3 has implemented security measures to protect the personal information on the Website from;
 - 7.3.1 misuse;
 - 7.3.2 unauthorised access;
 - 7.3.3 unauthorised modification;
 - 7.3.4 improper disclosure; and
 - 7.3.5 unlawful destruction or accidental loss.

8. Archiving

- 8.1 When you no longer use the Website, your information may be stored for a period of time.
- 8.2 Where Brand Sports no longer requires your personal information for a permitted purpose it will take reasonable steps to destroy it.

9. Identifiers

- 9.1 Brand Sports does not use personal identifiers that have been assigned to you by another agency, eg your tax file number, as a means of identifying you as an individual. If you provide such information to for a particular purpose, it will not be used for any other purpose but for that for which it was provided.

10. Transborder Data Flows

- 10.1 Brand Sports may transfer personal information about you to someone who is in a foreign country only if you consent to the transfer or the transfer is necessary in order to perform the Services.

11. Sensitive Information

- 11.1 Sensitive information will be used and disclosed only for the purpose for which it was provided or a directly related secondary purpose, unless you agree otherwise or where certain other limited circumstances apply such as where it is required by law.

12. Access to Your Personal Information

- 12.1 Subject to the exceptions set out in the Privacy Act, you may gain access to your personal information from Brand Sports's privacy officer by sending a request to privacy@brandsports.net
- 12.2 Brand Sports will require you to verify your identity and to specify what information you require.
- 12.3 Access will be provided within a reasonable time.
- 12.4 An administration fee may be charged for providing access.