

PERTH HEAT - PRIVACY POLICY

This Privacy Policy relates to Perth Heat (trading as Sandlands Nominees PTY) of Perth Harley-Davidson Ballpark, Corner of Nicholson & Wilfred Roads, Thornlie Western Australia (referred to in this policy as **we, us** and **Perth Heat**). Perth Heat is committed to managing your information in a secure and responsible manner and in accordance with the Privacy Act 1988 (Cth). This policy sets out the way in which Perth Heat collects, uses and discloses personal information and also explains your rights and how to contact us. By using this website (the Site), you consent and agree to this Privacy Policy.

This Privacy Policy also applies in relation to all communications with us.

Your Personal Information

In the course of its operations, Perth Heat may collect, use and disclose the personal information of players, ticketholders, administrators, members, participants and other individuals for the purpose of internal marketing and communications as further described in the remainder of this Policy. In each case, the precise nature of the collection, use and disclosure of personal information by Perth Heat depends on the services you request and receive from, and your interaction with, Perth Heat .

The types of personal information held by Perth Heat may include your name, address, phone numbers, email address, date of birth, gender, occupation and social media details. Depending on the services you receive from Perth Heat , Perth Heat may also collect and hold details of about your participation history, membership history as well as your credit card information, and details of the items ordered or purchased from Perth Heat .

We collect and hold Personal Information in order to perform our business requirements.

When you provide Perth Heat with personal information, this Policy will apply to the manner in which the information is collected, used, disclosed and stored by Perth Heat . If you chose not to provide certain personal information, Perth Heat may not be able to communicate with you. It may also affect Perth Heat 's ability to provide you with the products and services you require. For example, you may not be able to register as a member of the Perth Heat or participate in some of the activities on the Perth Heat network of websites or electronic direct mail (edm's)), and any related websites which link directly to this Policy (collectively, the **Perth Heat Sites**)) if you do not provide certain personal information.

Collecting Your Personal Information

Personal information about you may be collected by Perth Heat from you or from a third party. Perth Heat uses forms, online portals and other electronic or paper correspondence to collect this information.

For example, Perth Heat may collect personal information from you:

- a. via the Perth Heat Sites;
- b. when you provide it to Perth Heat by filling in forms approved by Perth Heat from time to time;
- c. when you contact Perth Heat

- d. when you engage with Perth Heat via social media;
- e. when you subscribe to receive Perth Heat related newsletters or other information; or
- f. when you enter a competition that involves or is, being conducted by, or on behalf of, Perth Heat .

Perth Heat may also collect personal information about you from third parties, including:

- g. from ticketing agents and event organisers, when you purchase tickets to a baseball related event;
- h. from vendors, when you purchase a Perth Heat membership package or Perth Heat related merchandise;
- i. Perth Heat corporate partners, licensees, sponsors, suppliers and broadcasters (***Perth Heat Partners***);
- j. your representatives;
- k. Baseball WA, Australian Baseball Federation

Using Your Personal Information

- o Perth Heat may use the personal information collected about you in a variety of ways, including:
 - l. to verify your identity;
 - m. to organise, conduct and promote Perth Heat matches, programs and other events (including for the purpose of distributing newsletters, providing information and making ticket offers);
 - n. to develop programs, activities, events, products, services and merchandise relating to the Perth Heat;
 - o. to provide you with information about our products and services, including information about tickets, merchandise and special offers, or which we reasonably believe may be of interest you;
 - p. to investigate and take action in the event that applicable laws or regulations are breached, including terms of admission and codes of conduct;
 - q. to carry out market research and surveys;
 - r. to contact you if you win a prize in a competition you have entered and to send the prize to you; and
 - s. any use that is reasonably apparent at the time the information is collected.
- o Perth Heat may also use the personal information collected about you:
 - t. to administer, manage and improve the Perth Heat Sites and to provide you with access to those Perth Heat Sites;
 - u. to ensure that content from the Perth Heat Sites is presented in the most effective manner for you and for your computer;
 - v. to allow you to participate in interactive features of a Perth Heat Site, when you choose to do so;
 - w. for direct marketing communications from Perth Heat in relation to products, services, tickets, merchandise and special offers made

available by Perth Heat or our respective Perth Heat Partners. You will be able to opt-out of direct marketing at any time if you so choose, by utilising the unsubscribe feature on electronic marketing communications, or in the case of other direct marketing materials by contacting the Perth Heat in accordance with section 11 below;

- x. where permitted by Perth Heat , to enable Perth Heat Partners who have a relationship with Perth Heat to market and promote their products and services to you. You will be able to opt-out of direct marketing at any time if you so choose, by utilizing the unsubscribe feature on electronic marketing communications, or in the case of other direct marketing materials by contacting the Perth Heat in accordance with section 11 below; and
- y. any use that is reasonably apparent at the time the information is collected.

We may also use personal information for other purposes which are related to those listed above and which will be made clear to you at the time of collection or for such other purposes permitted by law.

Disclosing Your Personal Information

Perth Heat may also share your personal information with third parties in relation to the operation of Perth Heat 's business including:

- z. Related entities;
 - aa. Our agents, consultants or contractors;
 - bb. Baseball Administrators
 - cc. the Australian Sports Anti-Doping Authority, Australian Institute of Sport and/or Australian Olympic Committee;
 - dd. third party service providers, such as ticketing agents, marketing providers and promotional agencies, and IT providers;
 - ee. Perth Heat insurers;
 - ff. Perth Heat professional advisors, including our accountants, auditors and lawyers;
 - gg. as required or authorised by law or where we have a public duty to do so, including for purposes of safety and security;
 - hh. where you have consented to your personal information being disclosed to others;

When we disclose your personal information with a third party, we will generally require the third party to handle your personal information in accordance with this policy.

If you receive a product or service from, or your information is otherwise collected by, a third party, such as a Perth Heat Partner or Baseball Administrator, the relevant third party may have a separate privacy policy which applies to their collection, use and disclosure of your personal information. You should refer to that privacy policy for further details about how the relevant third party may collect, process, use, store and disclose your information and how you can contact the relevant third party if you have any queries, or wish to make a complaint, about their handling of your personal information.

Perth Heat Sites, Cookies and Other Technologies

- If you visit a Perth Heat Site, Perth Heat may record information such as your Internet Protocol (IP) address, browser type, Internet Service Provider (ISP), referring/exit pages, operating system, the Perth Heat Site pages accessed and any information downloaded. This information is used for statistical, reporting and website administration and maintenance purposes, including identifying usage trends, to track users' movements around the Perth Heat Sites and to gather demographic information about Perth Heat users collectively.
- Like many other websites, the Perth Heat Sites may use 'cookies' from time to time. A cookie is a piece of information that allows us to identify and interact more effectively with your device. The cookie helps Perth Heat to maintain the continuity of your browsing session and remember your details and preferences when you return. You can configure your web browser software to reject cookies however some parts of our website may not have full functionality in that case.
- In some cases ABL and its third party service providers may use cookies and other technologies such as web beacons and JavaScript on a Perth Heat Site in connection with online services like banner advertising, website analytics and surveys to collect information about your use of an ABL Site. The use of these technologies allows Perth Heat and its third party service providers to evaluate a user's use of a Perth Heat Site, deliver customised advertising content, measure the effectiveness of the advertising and provide other services relating to website activity and internet usage. The services we may use from time to time include Google Analytics, Nielsen, AdTech, Omniture and Facebook. You can find more details in the privacy policies for those services, including information on how to opt-out of certain conduct.
- When we send you emails or other electronic messages, Perth Heat may record where you open the message and click on particular links. This helps us to better understand what information is of interest to you.
- You can deactivate the cookies by resetting your web browser to refuse all cookies or to indicate when a cookie is being sent. However, the Site and our services may not function properly if you disable the cookies.

Protecting Your Personal Information

- Perth Heat takes the security of personal information seriously. Perth Heat has appointed a Privacy Officer to oversee Perth Heat's management of personal information in accordance with this Policy and the Privacy Act 1988 (Cth).
- Perth Heat takes reasonable steps to protect the security and privacy of your personal information. Perth Heat has directed its staff that personal information must be dealt with in accordance with this Policy and kept secure from unauthorised access or disclosure.
- If you are considering sending us any other personal information through a Perth Heat Site or other electronic means, please be aware that the information may be insecure in transit, particularly where no encryption is used (e.g. email, standard HTTP). Any transmission is therefore at your own risk. Once Perth Heat has received your personal information, Perth Heat will take reasonable steps to protect all personal information within its direct control from unauthorised access.

- Where Perth Heat has given you (or where you have chosen) a password which enables you to access certain parts of a Perth Heat Site, you are responsible for keeping this password confidential. Perth Heat suggests that you do not share the password with anyone and to change it regularly.
- We will review and update our physical and data security measures in light of current technologies. Unfortunately, no data transmission over mobile data and communication services can be guaranteed to be totally secure.
- We will do everything reasonably within our power and control to prevent unauthorised use or disclosure of your personal information. However, we will not be held responsible for events arising from any unauthorised use or access to your personal information.

Third Party Sites

- From time to time we may provide links to third party websites (Linked Sites). These Linked Sites are not under our control and we do not accept responsibility or liability for the conduct of the Linked Sites or their businesses and the information available on the Linked Sites. We recommend that you refer to the privacy policy of the Linked Sites before disclosing your Personal Information to the Linked Sites.

Access to and Correction of Your Personal Information

- Perth Heat takes all reasonable precautions to ensure the personal information that Perth Heat collects, uses and discloses is accurate, complete and up-to-date. However, the accuracy of that information depends on the information you provide. Perth Heat recommends that you let us know if there are any errors in your personal information and keep us up-to-date with changes to your personal information such as your contact details.
- You have the right to access the personal information we hold about you, and can request the correction of your personal data if it is inaccurate, incomplete or out of date. If you would like to do so, please contact the Perth Heat to submit an enquiry to access the personal information Perth Heat holds about you.
- If you provided your personal information via a Perth Heat Site, you can also update your personal information at any time by logging onto the relevant Perth Heat Site or contacting us via phone or email.

Changes To This Policy

We may modify, alter or otherwise update this Policy at any time by publishing the new version of the Policy on the Perth Heat Sites. You should review this Privacy Policy periodically to ensure you are updated on any changes to the policy. If you have any questions about this Policy, please contact the Perth Heat using the details below.

Contacting the Perth Heat

You may contact the Perth Heat by writing to us and posting your letter to Perth Heat Baseball Park Wilfred Road & Nicholson Road, WA 6108 or emailing membership@perthheat.com.au

- You may complain about our collection, use or disclosure of your personal information by contacting the Perth Heat using the contact details above with your full name and contact details, together with a detailed description of the complaint. We will respond to your complaint within a reasonable period of time i.e. within 21 days (and in any event within 30 days) and inform you of the next steps we will take in dealing with your complaint. If we are unable to resolve your complaint, we will inform you of the steps available to you in those circumstances.

Further Privacy Information

- For more information about privacy issues in Australia and protecting your privacy, visit the Australian Government, Office of the Australian Information Commissioner website. <http://www.privacy.gov.au>.