

## **NICHE MARKETING GROUP PRIVACY POLICY**

This Privacy Policy is intended to inform you about how we, The Trustee for Niche Marketing Group Trust (ABN 87147249403) (“NMG”, “we”, “us”, “our”) will deal with personal information.

We are committed to protecting and respecting your privacy. If we collect or otherwise deal with your personal information, we will comply with the *Privacy Act 1988* (Cth), including the Australian Privacy Principles.

By providing your personal information to us you consent to the collection, use, transfer and disclosure of your information under the terms of this Privacy Policy.

### **Information we may collect from you**

What information we collect depends upon the nature of our relationship with you. Importantly, in some circumstances if you do not provide the information that we request, you may not be able to use or access the relevant service, enter a competition/promotion/offer, or receive a stated benefit.

Generally, we may collect and process the following information about you in the manner outlined below:

- For promotions, competitions, offers or other activities that we coordinate on behalf of our clients, via the internet, mail, phone or other mediums. In this respect, we may collect personal information from participants in the activity directly, or from our client, or we may engage services of third parties (such as web hosts or developers) to collect personal information from participants for the relevant activity, on behalf of our clients or on our behalf, as the case may be. We may also receive personal information from participants of promotions, competition, offers and other activities in transit, to send to clients or third party service providers;
- Information that you provide by contacting us via email, in person (e.g. via meetings), over the phone, fax or internet and information in material you send to us, including any requests for services. If you contact us we may keep a record of such correspondence.
- Personal information we learn from your use of any of our services and normal dealings with our business.

The types of personal information we collect usually includes, but is not limited to, first and last name, date of birth, email address, phone number, mobile number and residential/postal address.

### **Disclosure and storage of your information**

We may pass your personal information on to our clients, suppliers, service providers, contractors, related entities and agents. We may also disclose your personal information to selected business partners so that they can contact you with information about products/services that may be of interest to you, where you have consented to this. Where required by law, we may also disclose your personal information to the appropriate regulatory authorities.

In the event we coordinate the collection of personal information on behalf of a client (e.g. for a competition/promotion/offer or similar activity), that client’s privacy policy will also apply, and you must refer to that client’s privacy policy for further details on how the client may use, store and disclose your personal information.

### **Security**

We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use procedures and security features to try to prevent unauthorised access. We will take all reasonable steps to:

- make sure that the personal information we collect, use or disclose is accurate, complete and up to date;
- protect the information from misuse, interference, loss or unauthorised access, modification or disclosure both physically and through computer security methods; and to
- destroy or permanently de-identify the information if it is no longer needed for any purpose.

### **Uses of personal information**

We will use your personal information for the reasons we collected it and for other related purposes. For example, we may use personal information in the following ways:

- Where personal information is collected from competitions/promotions/offers and similar activities on behalf of a client, to send you promotional and marketing material on behalf of that client or for the purposes of coordinating the competition/promotion/offer or activity (e.g. fulfilling prizes, announcing/publishing winners in any media, etc);
- To provide you with information, products or services that you request from us, or which we feel may interest you.
- To send you promotional and marketing material which promotes NMG's business and services.
- To carry out our obligations arising from any contracts entered into between you and us.
- To contact you for your views on our services and to notify you about changes or developments to our service.
- To deal with any enquiries or complaints.
- To disclose to our legal or other professional advisors and providers, when needed.
- To disclose to other parties to whom we are authorised or required by law to disclose information.

### **Cookies**

A Cookie is a piece of information that our web server may send to your machine when you visit one of our websites. The Cookie is stored on your machine, but does not identify you or give us any information about your computer.

A Cookie helps us to recognise you when you re-visit our website and to co-ordinate your access to different pages on the website. With most Internet Browsers, you can erase Cookies from your computer hard drive, block all Cookies, or receive a warning before a Cookie is stored.

### **Access to and correction of information and complaints process**

If you would like to access or correct personal information we hold about you, please contact us at [info@nichegroup.com.au](mailto:info@nichegroup.com.au). Please note that we may deny access/correction of personal information to you to the extent that: (i) providing access/correction would pose a serious threat to the life or health of any individual; (ii) providing access/correction would have an unreasonable impact upon the privacy of other individuals; (iii) your request for access/correction is frivolous or vexatious; or (iv) it is otherwise appropriate for us to deny access/correction in accordance with the applicable privacy laws.

You should also contact us [info@nichegroup.com.au](mailto:info@nichegroup.com.au) if you are concerned that there may have been a breach of your rights or any rights under the *Privacy Act 1988* (Cth) or any other applicable privacy law or code in Australia. We take such matters very seriously and, we shall review your complaint and respond to any concerns promptly, usually within fourteen (14) working days.

Further information about your privacy rights is available from the Office of the Australian Information Commissioner (see: <http://www.oaic.gov.au/privacy/privacy-complaints>).

### **Changes to our Privacy Policy**

We reserve the right to update this Privacy Policy from time to time and post any updates on this page.