



## **PaydirtMedia**<sup>PTY LTD</sup>

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### **PRIVACY POLICY – INCLUDING ONLINE PRIVACY POLICY**

Paydirt Media Pty Ltd (Paydirt) believes that the responsible use of personal information collected on its websites is critical to its business objectives and reputation. As part of our commitment to privacy, we have adopted this Privacy Policy.

Paydirt is committed to maintaining the privacy and confidentiality of personal information. Paydirt is subject to the Commonwealth Privacy Act 1988 in Australia. Accordingly we adhere to national privacy principles when collecting, using, disclosing, securing and providing access to personal information.

Paydirt is entitled to amend or modify the Privacy Policy at any time. Such amendments/modifications shall be effective immediately upon posting the modified agreement on our main web page. Nothing contained in this policy is intended to create contractual rights or obligations between Paydirt and any individual visiting the site or who provides us with their personal information.

#### **Collection and use of information**

The extent and type of information we receive from you on our websites depends on the information you provide to us through our contact mailboxes and/ or through the registration, subscription, and/ or payment processes on our websites. We only use your personal information to respond to your requests and to provide you with information about Paydirt's products and/ or services. If we intend to use your personal information to inform you about other Paydirt services, we will give you an opportunity to decline to receive such communications.

As a visitor, you do not have to submit any personal information in order to use our websites. However from time to time, our websites may invite you to register and provide information about yourself. We use the information you provide to personalise your online experience and to deliver the content most suited to your needs. Registration also provides an opportunity for you to update your information should you no longer wish to receive information from us.

#### **How we handle personal information**

Paydirt collects personal information about individuals, including our delegates/ subscribers/ advertisers, and persons associated with or employed by our delegates/ subscribers/ advertisers, or our business contacts, relevant to the provision of our products and/ or services and to effectively manage our business relationships. The types of personal information we collect may be business contact details or may involve detailed knowledge of an individual's personal circumstances, including certain financial information, depending on the particular products and/ or services we are required to provide.

Paydirt generally uses personal information to provide specified products and/ or services, and to raise awareness about recent business-related developments that may be of relevance or interest.

### **Information retention and disclosure**

The personal information you provide to us will be retained only for as long as necessary to fulfil the purposes for which the information was collected or as required by law. We do not share personal information with third parties except as necessary to carry out our business or as required by law or other legal processes, and we never sell your personal information.

In order to deliver our product and/ or services to you, we occasionally need to provide some personal information provided by you to our agents, contractors or third party service providers. These service providers support the operation of our business and are under contract to keep that information confidential and secure.

### **Protecting and maintaining personal information**

Protecting personal information is a priority at Paydirt. We take into account security and confidentiality when handling personal information in both the physical and electronic environment. Paydirt has technological and operational security policies and procedures in place to protect your personal information from loss, misuse, alteration or unintentional destruction. Our personnel who have access to the data have been trained to maintain the confidentiality of such information.

Additionally, it is also important to us that the information we maintain and use is accurate, complete and up-to-date. If at any time personal details change, please let us know so we can update our records.

### **Access to personal information**

Individuals have a right to request access to personal information that we hold about them. Where an individual believes that their personal information is not accurate, they may request correction by Paydirt.

Please contact us:

- to find out more about how Paydirt manages the personal information it holds;
- to express any concerns, or to make a formal complaint, about how we are handling personal information;
- if you wish to make a request for access to your personal information held by us; or
- if you no longer wish to receive information about our range of products and/ or services.

Any enquiries about this policy should be made to our Company Secretary at  
mailbox@paydirt.com.au