

Richmond Football Club - Privacy Policy

1. Overview

The Richmond Football Club respects the privacy of personal information that it collects from its Supporter and Membership Services and is committed to managing that information in an accurate and responsible manner.

The Richmond Football Club is covered by the Privacy Act 1988 and its ten National Privacy Principles ("NPPs") which govern the way we collect, use, disclose and secure your personal information after 21 December 2001, as well as the access you may have to that information to correct or update it.

This Privacy Policy details how we adhere to the NPPs.

2. Purpose

The Richmond Football Club is committed to protecting the privacy of personal information that is held at the Club. This policy support's the Clubs need to collect information and the right of the individual to privacy.

These rules are in place to protect the employee and the Richmond Football Club. Inappropriate use exposes the Richmond Football Club to risks, unnecessary media attention and legal issues.

3. Scope

This policy applies to all Club employees, match day staff, casuals, contractors and consultant (*whether employed on a full-time, part-time, fixed-term or casual basis*).

4. Policy

4.1 NPP 1 - Collection

The Richmond Football Club will only collect personal information that is required to service Supporter and Membership needs. The club does not seek to collect information that will not enhance your time as a member or supporter of the club, nor shall it be intrusive during collection time in any manner.

The Richmond Football Club collects information that identifies you, such as your name, address (postal and email), date of birth, gender, contact numbers. The club may also collect other information from you to help us identify you as a member or supporter. This information may include your Occupation, Favourite Player, and preference in communication methods.

We also collect bank account details and or credit card details provided by you for the purpose of paying membership fees.

We may collect this directly from you, or from a person who has been nominated by you. The club may collect data from external sources. These include the AFL and Ticketmaster in order to collect AFL Club Support Membership records or match attendance data.

The club may collect data with both a primary and secondary purpose. For example, the club may collect data from Club Raffles or Junior Clinics. The primary purpose of this collection for these examples may be for a person to gain entry into the raffle and in the second example, participate in a football clinic. The club may use this data as prospecting data for future use. In such situations, this shall be clearly stated during collection time.

Richmond Football Club - Privacy Policy

4.2 NPP 2 – Use & Disclosure of Personal Information

The Richmond Football Club uses the personal information collected principally for the purpose of servicing your needs as a Richmond member or supporter. The primary use of your personal information is to provide you with membership, club marketing and communication material. This may include renewal forms, membership packages, Fighting Tiger bulletins, merchandise catalogues, Jungle Beat E-mail newsletters or other club related offerings. Your credit card details or financial history with the club shall never be disclosed.

The Club may use your personal information in order to enhance your experience as a Richmond member or supporter. This may include disclosing your personal information to Official Supporter Groups or other official club subsidiaries such as the Wantirna Club. The club shall only ever disclose personal information to official club partners (ie sponsors) under the condition that it is directly related to the primary use and disclosure of your personal information.

Where necessary, we may disclose information about you to third parties. These third parties are organizations that work closely with us in order to help the club ensure that your needs as a member or supporter are fulfilled. These organizations include Mail Delivery, Telemarketing, IT and Printing businesses. In these instances, the privacy of your personal information is still of utmost importance and in no way compromised. All third parties whom your personal information may be disclosed to, are aware of Privacy Policy obligations and are familiar with the requirements of the club in relation to your privacy.

4.3 NPP 3 – Data Quality

The Richmond Football Club undertakes reasonable measures to ensure that the personal information we collect, use or disclose is accurate, complete and up-to-date.

The club will provide all members and lapsed members with renewal forms during October or November. These forms identify the majority of information we hold on you as an individual or family. This provides you with an opportunity to confirm and correct any personal information.

To assist us to keep your personal information accurate and up-to-date, please also advise us of any changes as they occur.

4.4 NPP 4 – Data Security

The Richmond Football club understands the necessity to ensure personal information is kept secure at all times. We undertake a variety of methods to ensure that your personal information is held securely and we take steps to protect it from misuse and loss, and from unauthorised access, modification or disclosure. These methods include;

- physical security – by adopting measures to prevent unauthorised entry to premises, systems to detect unauthorised access and secure containers for storing paper-based personal information;
- computer and network security – by adopting measures to protect computer systems and networks for storing, processing and transmitting personal information from unauthorised access, modification and disclosure;
- communications security – by protecting communications via data transmission, including email and voice, from interception, and preventing unauthorised intrusion into computer networks; and
- personnel security – by adopting procedural and personnel measures for limiting access to personal information by authorised staff for approved purposes and controls to minimise security risks to our IT systems.

4.5 NPP 5 – Openness

The Club Privacy Policy sets out clearly how we handle your personal information and protect your privacy through this document.

The Club will take reasonable steps to let you know what sort of personal information we hold, for what purposes, how we collect it and the uses and discloses of that information.

Richmond Football Club - Privacy Policy

4.6 NPP 6 – Access & Correction

The Club strongly encourages Members and Supporters to contact the club in order to keep their personal information current and accurate.

Should you wish to access or correct your personal information, please direct your request to the Clubs Membership and Supporter Services through the following contact details:

Mail

Richmond Football Club Membership and Supporter Services
The Privacy Officer
Punt Road Oval
PO BOX 48
Richmond, VIC, 3121

Phone: 1300 136 605

Fax: 9421 2846

Email: membership@richmondrc.com.au

You may be required to provide suitable identification to enable us to protect the security and privacy of your personal information. If you establish that information held is not accurate, complete or up to date, then we will take reasonable steps to correct the information.

The club may also use data management software in order to minimize the risk of capturing and storing inaccurate address information.

4.7 NPP 7 – Identifiers

The Club does not use any personal identifiers issued by a government agency. For example, a Tax file number or Medicare number as an identifier in our database systems.

Should this change in the future, we will seek your consent in order to do so, as required by the National Privacy Principles.

4.8 NPP 8 – Anonymity

In order for the Richmond Football Club to provide an appropriate level of service to our members and supports, it is generally required that you identify yourself.

4.9 NPP 9 – Trans-border Data Flows

The Richmond Football Club will not supply any information stored on organizational databases to any person or organization in a foreign country unless:

The individual consents to that transfer; or

The transfer is for the benefit of the individual; and it is impracticable to obtain the consent of the individual to that transfer; and if it were practicable to obtain that consent the individual would be likely to give it.

4.10 NPP 10 – Sensitive Personal Information

The Richmond Football Club does not keep any sensitive information about a member or supporter. Sensitive Information can be defined as information or an opinion about an individual's:

- racial or ethnic origin; or
- political opinions; or
- membership of a political association; or
- religious beliefs or affiliations; or
- philosophical beliefs; or

Richmond Football Club - Privacy Policy

- membership of a professional or trade association; or
- membership of a trade union; or
- sexual preferences or practices; or
- criminal record.

5. Further Information

For a review of the collection techniques of the clubs website, including the use of cookies and other tracking instruments please see <http://afl.com.au/default.asp?pg=privacy>

For more information on the Privacy Policy, please contact the Privacy Officer (Hayden Hill) at the club on (03) 9426 4481.