

## ANIMAL WELFARE LEAGUE OF QLD

### Privacy Policy

1. Personal information collected by the Animal Welfare League Qld (AWLQ) is protected by the Privacy (Enhancing Privacy Protection) Act 2013 (Cth) (Privacy Act). Personal information is any information or an opinion that identifies you and includes sensitive and health information.
  2. In general, the type of personal information AWLQ collects and holds includes (but is not limited to) your name, address (postal and email), contact details, geographic location, gender, transaction details relating to any purchase you make from us (including credit card details) and any preferences you tell us about.
  3. AWLQ follows the Australian Privacy Principles contained in the Privacy Act in handling personal information collected from clients/beneficiaries, business partners, donors, members of the public and AWLQ people (including members, volunteers, employees, delegates, candidates for volunteer work and prospective employees).
  4. AWLQ has developed this Privacy Policy to protect your privacy. It contains information about AWLQ's responsibilities, your rights, the information that may be collected by AWLQ, and how it would be used.
  5. The primary purpose for collecting personal information from individuals is to provide a better service to animal welfare, including planning, funding, monitoring and evaluating our services. The kind of information we collect will depend on your relationship with the AWLQ (e.g. as an adopter, client, donor, business partner, employee, volunteer or member, online user of the AWLQ website).
  6. Your personal information may be collected, held and used for the following purposes:
    - Animal adoption and foster care;
    - Veterinary care and services;
    - Education, advocacy and public campaigns;
    - Fundraising, events, donations and memberships;
    - Community engagement and communications;
    - Legacies and bequests including Golden Hearts program;
    - Retail sales and marketing;
    - Providing services that AWLQ feels support the interest of animal welfare
    - Public complaint and inquiry response and referral;
    - and ancillary purposes, or as otherwise permitted by law;
    - report to government or other funding bodies how funding is used,
    - process your donation or purchase and provide receipts,
    - communicate with you about how your donation is used or about AWLQ and related animal welfare programs, causes, events, products and services, which we believe may be of interest to you and your pet
    - respond to your feedback or complaints, and answer your queries.
- It may also be used for any other specific purpose for which it was requested and which was advised to you in the adoption process, and/or directly related purposes.
7. Wherever possible, AWLQ uses information in a de-identified form. Personal information will not be disclosed to third parties without your consent, except where permitted or required under the Privacy Act.

8. All personal information collected from individuals will be securely stored by AWLQ and protected from unauthorised use or access. All reasonable steps will be taken to ensure information is accurate and up-to-date. Our Privacy Policy also provides a process for requesting access to your personal information and making a privacy complaint.
9. If you provide personal or other information about someone other than yourself, you warrant that you have that person's consent to provide such information.
10. We may disclose personal information, and you consent to us disclosing your personal information, to third parties:
  - (a) engaged by us to perform functions or provide products and services on our behalf, for example processing credit card information, mail-outs, debt collection, marketing, research and advertising;
  - (b) that are our agents, business partners or joint venture entities;
  - (c) that you authorise to receive information held by us;
  - (d) as required or permitted by any law.

### **Online Activity and Social Media**

11. We use Google Analytics to track visits to our website, and use this information to track the effectiveness of our website, like visits, length of visit, viewed pages and the technical capabilities of our visitors. While this data is mostly anonymous, sometimes we will connect it to you, for instance in personalising a webpage, or prefilling a form with your details. For more information on our analytics tools, read [Google's Privacy Policy](#).
12. We also use tools that tell us when a computer or device has visited or accessed our content, and allow us to tailor advertising both on our websites and through advertising networks on other websites based on your visits or behaviour through cookies on your device. You can control how cookies are used and for what through the settings on your chosen browser. You can also control how your information is used with advertisers through the Network Advertising Initiative, including opting-out from interest-based advertising (click [here](#)).
13. You can also engage with AWLQ through our social media; Facebook, Twitter, Instagram, etc. You can always control how you receive content through each website's settings.
14. AWLQ respects your rights to privacy under the Privacy Act 1988 (Cth)('the Act') and we comply with all of the Act's requirements in respect of the collection, management and disclosure of your personal information.

### **Direct marketing materials**

15. We may send you direct marketing communications and information about our products and services that we consider may be of interest to you and in the interest of animal welfare.
16. These communications may be sent in various forms, including email, SMS, fax and by post, in accordance with applicable marketing laws, such as the Spam Act 2003

(Cth). If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

17. In addition, at any time you may opt-out of receiving marketing communications from us by contacting us or by using opt-out facilities provided in the marketing communications, and we will then ensure that your name is removed from our mailing list.

### **Links**

18. Our website may contain links to other websites operated by third parties. We make no representations or warranties in relation to the privacy practices of any third party website and we are not responsible for the privacy policies or the content of any third party website. Third party websites are responsible for informing you about their own privacy practices.

### **Security**

19. We take reasonable steps to ensure your personal information is protected from misuse and loss and from unauthorised access, modification or disclosure. We may hold your information in either electronic or hard copy form. Personal information is destroyed or de-identified when no longer needed.
20. As our website is linked to the internet, and the internet is inherently insecure, we cannot provide any assurance regarding the security of transmission of information you communicate to us online. We also cannot guarantee that the information you supply will not be intercepted while being transmitted over the internet. Accordingly, any personal information or other information which you transmit to us online is transmitted at your own risk.

### **Further Contact**

If you have any enquiries in relation to privacy or personal information please contact our Privacy Officer:

Animal Welfare Queensland Inc.  
Po Box 3253  
Helensvale Town Centre  
QLD 4216

By email: [privacy@awlqld.com.au](mailto:privacy@awlqld.com.au)

By phone: 07 5509 9059

For more information about the Australian Privacy Principles please visit the website [www.oaic.gov.au](http://www.oaic.gov.au).

If you wish to change how you receive communications from AWLQ (via mail, phone or email) please email us at [privacy@awlqld.com.au](mailto:privacy@awlqld.com.au) or call 07 5509 9059

### **Changes to our privacy policy**

We may change this privacy policy from time to time. Any updated versions of this privacy policy will be posted on our website.

This privacy policy was last updated on 28 April, 2017.