

RED CROSS PRIVACY COLLECTION NOTICE

<p>Who is collecting the information?</p>	<p>Australian Red Cross Society Privacy concerns can be sent to: General Counsel Australian Red Cross 155 Pelham Street CARLTON VIC 3053 03 93451800 or by email privacy@redcross.org.au</p>
<p>Facts and circumstances of collection</p>	<p>We may collect your information in a number of ways:</p> <ul style="list-style-type: none"> • directly from you (for example, when you visited our website or contact us by telephone) • from third parties (for example, our professional marketing and fundraising contractors) • from publically available sources of information (for example, White Pages).
<p>Is the collection being made because a law or Court order applies?</p>	<p>No law or Court order applies to the collection of this information.</p>
<p>Why does Red Cross need to collect this information?</p>	<p>We need to collect this information so that we can do one or more of the following:</p> <ul style="list-style-type: none"> • process your donation • process your membership • to verify your identity • enable you to participate in our activities or provide you with information about our activities • provide you with a tax receipt at tax time • enable you to participate in or invite you to participate in our fundraising campaigns including disaster appeals, raffles and other events such as the Big Cake Bake • to gain an understanding of your communication needs, to perform research and analysis to improve the way in which we engage with you as a supporter <p>We also use your information for direct marketing. We use your information to promote our humanitarian activities and other services that we think will interest you. This marketing may be by email, phone, SMS, post or online. You are entitled to opt out of direct marketing at any time.</p>
<p>The primary purpose for which the information is being collected</p>	<p>The primary purpose of collecting your information depends on why we initially collected your information. Typically, the primary purpose will be one or more of:</p> <ul style="list-style-type: none"> • to process your donation

	<ul style="list-style-type: none"> • to process your membership • to participate in our activities (for example, Big Cake Bake, Wills Day etc) • to provide you with direct marketing.
The secondary purposes (if any) for which Red Cross is collecting this information	The secondary purpose of collecting your information is to profile our supporters so that we provide you with the high quality service and information that you expect from us.
What happens if Red Cross doesn't collect this information?	If Red Cross does not collect this information from you we may not be able to process your donation or membership, enable you to participate in our activities or provide you with direct marketing.
Anonymity/Nickname	You have the right to ask that we do not record your real name. Sometimes we may require your real name, for example, if you wish to be a member.
The organisations we usually disclose this information to are	<p>We may disclose your information to third parties that provide services to us. These services include professional marketing and fundraising organisations who provide us with letter printing, call centre, email and data analysis services. They may provide other similar services.</p> <p>We may disclose your information to organisations that provide us with information technology services and banking services.</p>
Access and correction	Information about accessing your information and requesting corrections is set out in Red Cross' privacy policy at www.redcross.org.au . You can request a hard copy of our privacy policy by contacting the representative at the top of this form.
Complaints	Information about how to complain is also in the Red Cross Privacy Policy. You can also complain direct to the Privacy Commissioner at www.oaic.gov.au
Will my information be stored offshore?	Your information is stored in Australia. Sometimes the organisations that we may disclose your information to are located outside of Australia. For example, we may disclose your information to service providers in New Zealand.

I understand that I can make a request not to receive direct marketing at any time by emailing donorinfo@redcross.org.au or phoning 1800 811 700.