

## 1. Heartbeat Victoria Council Inc. Privacy Policy

- a) Heartbeat Victoria Council Inc ABN 76 073 229 523 (**Heartbeat Victoria, we, us or our**) is committed to protecting your privacy and complying with the *Privacy Act 1988* (Cth) (**Privacy Act**) and the *Health Records Act 2001* (Vic) (**Health Records Act**) in relation to the management of personal information.
- b) This Privacy Policy describes our policies and procedures on the collection, holding, use and disclosure of your personal information and should be read together with our *Terms of Use*.

## 2. What is personal information?

- a) When used in this Policy, "personal information" has the meaning given to it in the Privacy Act. Generally, it means any information or an opinion that could be used to identify you. Personal information includes "health information" as defined in the Health Records Act.

## 3. What personal information do we collect?

- a) The information that we may collect from you includes your name, address, age or date of birth, telephone number, workplace details, email address or the amount you have donated to Heartbeat Victoria. In some cases, with your consent (for example, if you apply to register as a Heartbeat Victoria member or volunteer), we may also collect health information about you, such as your medical history.
- b) If you order certain resources, or make a donation to us, you may also provide credit card details and other information which will allow us to process your request and make the transaction.
- c) We may also collect:
  - i. your preferences for receiving further information about our programs, campaigns or activities;
  - ii. additional types of personal information such as title, department name, company information or marketing spend; and
  - iii. demographic information and unique identifiers in order to provide you with a more personalised experience or to verify your passwords.

- d) The choice of how much information you provide to us is yours, but if you want to register as a member of our website, make a donation, or otherwise participate in our programs and events, we require certain information from you in order to provide those services.
- e) Where practicable, you will be given the option of interacting with us anonymously or using a pseudonym if you feel more comfortable dealing with us that way. Wherever practicable, we will collect personal information from you directly, rather than from another person or source.
- f) If you want to share a story about another person's experience of a heart event or heart disease in which that person's identity may be reasonably ascertainable, you must seek permission from the individual or authorised representative first and let them know about our Privacy Policy. Some people may not want their experience made public. It is important to consider the impact and respect the wishes of others affected by the stories you wish to share.

#### **4. How do we collect personal information?**

- a) We may collect your personal information if you:
  - i. deal with us directly over the phone or via our support service;
  - ii. have contact with us in person;
  - iii. interact with us online, including through our websites, mobile applications and social media pages (such as Facebook, Twitter, YouTube, Instagram and LinkedIn. The owners or operators of the relevant social media sites may also handle your personal information for their own purposes and have their own privacy policies that you should consider); and
  - iv. apply for a position with us (either as an employee, volunteer or as a contractor).
- b) This collection may be required to allow you to:
  - i. register for website membership;
  - ii. make a donation;
  - iii. receive information from us;
  - iv. apply to hold a fundraising event;
  - v. register to use forums;

- vi. register as a Heartbeat Victoria member;
  - vii. register as a volunteer;
  - viii. order resources;
  - ix. receive information about or become involved in our programs, campaigns or other initiatives;
  - x. use our mobile applications; and
  - xi. work with us.
- c) If you provide us with the personal information of another individual, without limiting any other provision of this Privacy Policy, you represent and warrant that the other individual:
- i. has authorised you to provide their personal information to us; and
  - ii. consents to us collecting and disclosing their personal information in accordance with this Privacy Policy.

## **5. Collecting personal information through our websites**

- a) In some cases, we may also collect your personal information through the use of cookies. When you access some of our websites, we may send a “cookie” (which is a small summary file containing a unique ID number) to your computer or mobile device. This enables us to recognise your computer or mobile device and determine whether you have already registered as a website member or previously visited our website. It also enables us to keep track of content you view so that, if you consent, we can send you related news. We may also use cookies to measure traffic patterns, to determine which areas of our website have been visited and to measure overall, aggregate transaction patterns. We may use this to research our website visitor’s habits and what they are looking for and accessing, so that we can continually improve our content. If you do not wish to receive cookies, you can set your browser to reject cookies or notify you when you receive a cookie and this will provide you with an opportunity to accept or reject it in each instance.
- b) We may log IP addresses (that is, the electronic addresses of computer or mobile devices connected to the internet) to analyse trends, administer websites, track users movements and gather broad demographic information.

- c) Our websites may use marketing automation tools that send emails using a number of different services. Each service uses tracking technologies primarily to understand what subjects are interesting to you by monitoring whether their emails are opened and links are followed. This information is then used to improve the emails that are sent to you and to improve our offerings to you.

## **6. How does Heartbeat Victoria Council Inc. use your personal information?**

- a) The personal information you provide to us may be used by us for the following purposes:
- i. to allow you to obtain access to the interactive components of our mobile applications and websites (including the online forums and our campaign websites);
  - ii. to publish materials that you post to the interactive components;
  - iii. to provide you with the information, resources or merchandise you have requested;
  - iv. to involve you in programs, campaigns, research, activities or other initiatives undertaken by Heartbeat Victoria and its branches, affiliates or contractors and service providers;
  - v. to show your name and the amount of any donation or sponsorship you may make on our website (unless you choose a private or anonymous donation);
  - vi. for the marketing and research purposes of Heartbeat Victoria and its branches, affiliates, contractors or service providers;
  - vii. for internal administrative purposes;
  - viii. to update our records and keep your contact details up to date;
  - ix. for research, advice and information, including for benchmarking purposes;
  - x. to send you emails about our programs, campaigns or activities if you have agreed to receive our emails (you will be provided with an opportunity in each email to decline to receive any further emails from us by unsubscribing – if you are registered as a member of our websites, you can also edit your email preferences via your member account);

- xi. in the case of marketing automation, to improve the emails that are sent to you and to improve the services that are offered to you;
  - xii. to assess any application from you to work with us; and
  - xiii. if you lodge a complaint with us, to process and respond to your complaint.
- b) If you access the interactive components of our mobile applications and websites (including online forums), only your display name will be shown online. We recommend that you do not post information online that may identify you or anyone else such as address, email address or phone number details. If you do post personal information online, your personal information may be identified, recovered and displayed by internet search engines and other third parties.
- c) Regardless of where in the world you reside, Heartbeat Victoria may transfer your data to Australia and process and store it there.
- d) Other than for the purposes described above, we will not use your personal information without your prior consent.

## **7. Security of your personal information**

- a) We take reasonable steps to ensure the security of all information we collect, including that the information is protected from misuse and loss and from unauthorised access, modification or disclosure. For example, your personal information is maintained in a secure environment, which can be accessed only by authorised personnel. However, no data transmission over the internet or information stored on servers accessible through the internet can be guaranteed to be fully secure.
- b) In addition, we will take reasonable steps to destroy or de-identify your personal information once we no longer need it.
- c) We may also use third party payment gateway providers, such as PayPal. We are not responsible for how any third party payment gateway provider chooses to store and protect your personal information. Please refer to the third party payment gateway provider's privacy policy for details of how they may hold and secure your personal information.

## **8. Disclosure of personal information**

- a) Personal information will only be disclosed to third parties in accordance with this Privacy Policy. Information may be provided to third parties where any functions or services relating to the purpose for which the personal information is collected are being outsourced or you would reasonably expect us to disclose it to a third party for a particular purpose. For example, you agree that we may disclose your personal information to our:
  - i. Heartbeat Victoria branches and affiliates;
  - ii. contractors and service providers who perform services on our behalf, such as information technology service providers (including service providers who may be located in Victoria, in other parts of Australia, or overseas);
  - iii. marketing service providers; and
  - iv. professional advisors (such as accountants, auditors and lawyers).
- b) We may also disclose your personal information if:
  - i. you have consented to the disclosure;
  - ii. where disclosure is necessary to prevent injury to life or health; or
  - iii. it is required or authorised by or under an Australian law or a court/tribunal order.
- c) We only disclose your health information for the purposes for which you gave it to us, for a directly related purpose you would reasonably expect, or if you give us your consent.
- d) If you post material to the interactive components and it is health information, we will disclose it by publishing it to website users.
- e) Some of our contractors and service providers may transfer and store your personal information outside Australia. You acknowledge and agree that we are not obliged to take steps to ensure overseas recipients to your personal information comply with the Privacy Act or the Health Records Act.

## **9. Accessing, correcting and deleting personal information**

- a) You may request access to your personal information collected by us, and ask that we correct or delete that personal information by **contacting us** and we will endeavour to respond within 30 days of receipt of your request. If we refuse to

give you access to, correct, or delete your personal information (as requested), we will notify you in writing setting out the reasons.

## **10. Complaints about your privacy**

- a) If you believe your privacy has been breached or you have a complaint about how we have handled your personal information, please **contact us** in writing. We will endeavour to respond to each complaint within a reasonable period of us receiving the complaint (usually within 30 days).
- b) If you are not satisfied with our response, then you may lodge a formal complaint with the Office of the Australian Information Commissioner (for more information, please see [www.oaic.gov.au](http://www.oaic.gov.au)).
- c) If your complaint relates to your health information you may lodge a complaint with the Victoria Health Services Commissioner (for more information, please see [www.health.vic.gov.au/hsc/](http://www.health.vic.gov.au/hsc/))

## **11. Changes to this Privacy Policy**

- a) This Privacy Policy may change from time to time. Any updated versions of this Privacy Policy will be posted on our websites and will be effective from the date of posting.
- b) This Policy was last updated in May 2017

## **How to contact us**

### **Email:**

[privacy@heartbeatvictoria.org.au](mailto:privacy@heartbeatvictoria.org.au)

### **Post:**

Attention: The Privacy Officer  
Heartbeat Victoria Council Inc.  
P.O. Box 144  
Parkville Vic 3052