

# HERALD SUN/TRANSURBAN RUN FOR THE KIDS PRIVACY POLICY

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Table of Contents:

1. **INTRODUCTION**
2. **WHAT INFORMATION DO WE COLLECT?**
3. **HOW DO WE USE YOUR INFORMATION?**
4. **HOW DO WE PROTECT YOUR INFORMATION?**
5. **HOW CAN YOU ACCESS YOUR INFORMATION?**
6. **HOW CAN YOU OPT OUT?**
7. **OTHER IMPORTANT INFORMATION FOR YOU**
8. **HOW YOU CAN CONTACT US**

## 1. INTRODUCTION

This Privacy Policy applies to the activities of The Herald and Weekly Times Pty Limited (ACN 004 113 937) only in relation to its conduct and operation of the Run for the Kids fun run (the “Event”) (“Company”, “us” or “we”). It explains how we collect, use and disclose information about you. In this Privacy Policy, any reference to “Company Services” is a reference to all the services we offer in the course of or in relation to the Event including registration services, fundraising and donation services, reporting to you about the Event and your participation in it and promoting future events as well as operating a website in relation to the Event.

This Privacy Policy applies to information which identifies you, or from which you can reasonably be identified, such as your full name or name and postal address (“personal information”). This Policy describes how we handle the personal information we collect when you engage with us including when you register to participate in the Event, provide us with information about your ability to participate or your inability to participate in the Event, cancel your participation in the Event, fundraise or make a donation to a participant in the Event through our portal or website, engage with us as a job applicant (including a volunteer) or engage with us as a supplier.

This Privacy Policy does not apply to personal information collected by our journalists and photographers for the purpose of gathering or reporting on news or otherwise in the course of journalism and does not apply to any activity beyond those related to the Event. In relation to all that conduct, please refer to our News Corp Australia Privacy Policy which can be accessed here: <https://preferences.news.com.au/privacy>.

This Privacy Policy otherwise applies to information about anyone who interacts with us, including advertisers, subscribers and people who engage with us in relation to the Event (both registered and unregistered users).

## 2. WHAT INFORMATION DO WE COLLECT?

We collect personal information to provide Company Services and for our business operations. If you choose not to provide the information we request from you, we may not be able to provide you with the Company services and you may not be able to participate in the Event. We describe the main types of personal information we collect and the main reasons why we collect that information below.

**Registration Information** is the information you provide to us when you register for or acquire a Company Service. This may include information you provide us to:

- register to participate in the Event; or
- cancel, postpone or otherwise alter your registration;
- fundraise or make a donation through our website;
- receive a newsletter and/or event communications; or
- enter a competition and/or receive a prize or reward.

Registration Information includes, for example, your name, delivery or postal address, email address, gender and birthday.

### **Activity Information – cookies and other technologies.**

Race Roster (Event entrant registration platform provider) uses cookies to deliver their services. You can view the Race Roster Cookie policy here: <https://raceroster.com/legal/cookie-statement>

**Information from Other Sources.** We may supplement the information we collect about you with information from other sources. This may include information from publicly available sources (such as other published content) and data providers, as well as information from our business partners or related and affiliated companies in Australia or internationally. Our related companies include those listed at the end of this Privacy Policy as well as the companies which operate Foxtel, Fox Sports Australia, Punters.com.au, Racenet.com.au, odds.com.au and Greyhound Racing.

**Information in relation to other persons who deal with us.** When you apply for a job or contract with us, including as a volunteer, we may collect information about you to help us decide whether to offer you a volunteer role. For example, we may collect information about how to contact you, your education or work history, or other information included in your CV or résumé. We may collect this information from you, or from any recruitment consultant, your previous employers, or other referees as well as from other publicly available sources such as social media. This Privacy Policy does not apply to our collection, use and disclosure of information:

- we hold about you once you become an employee;

- we keep after your employment relationship with us ends,

where that collection, use or disclosure relates to your employee relationship with us and the records we hold about you as an employee.

Company also collects personal information about our suppliers and individuals employed by our suppliers (including service and content providers), contractors, dealers, related companies, agents and corporate customers. We will explain why we are collecting this information and how we will use that information, unless it obvious from the circumstances.

### **3. HOW DO WE USE YOUR INFORMATION?**

We use the information we collect about you to provide Company Services to you. As part of our service to you we may use your personal information in various ways including:

- to fulfill administrative functions associated with these services (for example payment and refund processing and delivery of race kits);
- to enter into contracts with you or third parties;
- to measure and improve Company Services and their individual features;
- for other marketing and client relationship purposes to which you have consented or which would be reasonably expected given the information disclosed to you at the time you registered for an Event;
- to allow you to participate in the Events for which you have registered;
- to provide you with information about the Event and your participation in the Event including the results of the Event;
- to provide to emergency services in the case of a medical incident which involves you; and
- to respond to your enquiries.

When we collect your information, we may explain that we will use and disclose your information in other ways. For example, if you win an Event, we may disclose your information to relevant regulatory authorities and publish your details in accordance with the Event terms. We may also provide this information to our journalists to create (or consider to create) and publish editorial content about you and the Event.

We may also remove certain information or alter the information we collect about you so you can no longer be identified from that information. We do this so that we can use it or disclose it to third parties for other purposes.

We use the information we collect about you for the following additional purposes:

**Research and data analysis.** We may also use your information for research and data analysis to improve Company Services. We may do this research or engage a service provider to do this.

**To allow service and content providers to assist us in providing and managing the Company Services.** We may make your information available to certain third party service and content providers who help us manage or provide the Company Services or provide Company with related services. This might include providers of cloud services, website hosting service providers, timing companies, prize providers and public relations service providers. These third parties may be located in a range of different countries including the United Kingdom, United States of America and Singapore. Our agreements with these third party providers require them not to use your information except for the purpose for which your information was provided. We also require them to comply with relevant privacy laws.

**To provide co-branded services and features.** We may offer co-branded services, such as timing or SMS services, event photographic services, fundraising or services to be provided by a third party (“Co-Branded Services”). When this happens, we may share the information you submit in connection with the Event with the third party, or with our service providers who assist us to host Co-Branded Services. The third party’s use of your information will be governed by their own privacy policy. We will obtain your consent to share your personal information with the third party. If you do not provide this consent, you may not be able to access that co-branded service or, possibly, participate in the Event.

**To contact you.** From time to time, we may send you promotional materials or other information which we think may interest you. For example, we may send you an invitation to participate in various activities (such as customer surveys) or special offers or future Events.

**To share with sponsors and business partners.** Company may share your information with sponsors and business partners so they can send you marketing communications. This will only happen if you have expressly agreed to this. We set out in our Event terms and conditions some of the third parties with whom we share the personal information of persons who register to participate in the Event.

**To protect the rights of Company and others.** We may share your information with other third parties where we are lawfully entitled to do so. This includes when we have a reasonable basis to believe that sharing your information is necessary to:

- protect, enforce or defend the legal rights, privacy, safety, or property of Company, our related companies or their employees, agents and contractors (including enforcement of our agreements and our terms of use);
- protect the safety, privacy, and security of users of the Company Services or members of the public;
- protect against fraud or for risk management purposes;
- comply with the law or legal process in any country; or

- respond to requests from public and government authorities.

**To complete a merger or sale of assets.** If Company sells all or part of its business or assets, we may disclose your information to the party or parties involved in the sale transaction. We may also do this if Company is involved in a merger or transfer of all or a material part of its business. We may disclose your information prior to the sale, transfer or merger so that the party or parties involved can consider the transaction and complete any due diligence.

#### 4. HOW DO WE PROTECT YOUR INFORMATION?

We use reasonable measures to safeguard the personal information we hold about you from loss, theft and unauthorised use, disclosure or modification, including:

**System security** We take reasonable steps to prevent unauthorised access to our online and computerised systems by using measures such as firewalls, data encryption, virus detection methods, and password restricted access.

**Property security** At our business premises, we may engage security personnel and use ID cards to restrict access to those premises.

**Staff training** We train our staff to handle your information in accordance with this Privacy Policy and applicable privacy laws.

**Third parties** We take reasonable steps to ensure that third parties who store or assist us to store your personal information adopt appropriate security measures.

#### 5. HOW CAN YOU ACCESS YOUR INFORMATION?

If you would like to access, review, correct or update your personal information, you may contact us (see section 8). When you contact us, please provide your name and contact details (including your email address, address, and telephone number) and specify clearly what information you would like to access, review, correct or update. We will need to share your information with others who can help us respond to your request. We will try to respond to your request as soon as reasonably practicable. If we refuse your request we will generally tell you why.

We may also share your details to the organisations set out below, for the purposes described:

- a. Nike (prize provider – to enable prize distribution): You can seek access to personal information that Nike holds about you by contacting the Nike privacy office on (03) 9292 9333.
- b. O2 Events Pty Ltd (Event Organiser – in respect of event organisation): You can seek access to personal information that O2 Events Pty Ltd holds about you by contacting [info@o2events.com.au](mailto:info@o2events.com.au)

- c. Timing Sports (timing software provider - in respect of timing entrants): You can seek access to personal information that Timing Sports holds about you by contacting: [privacy@timingsports.com](mailto:privacy@timingsports.com). They will use and disclose your information in accordance with these terms and conditions and otherwise in accordance with their privacy policy which you can see here: [www.timingsports.com.au](http://www.timingsports.com.au)
- d. Raceatlas (event photographic services providers): You can seek access to personal information that Raceatlas holds about you by contacting: [info@raceatlas.com](mailto:info@raceatlas.com). They will use and disclose your information in accordance with these terms and conditions and otherwise in accordance with their privacy policy which you can see here: <https://raceatlas.com/privacy>
- e. Race Roster (registration software provider - in respect of registration of entrants): You can seek access to personal information that Race Roster holds about you by contacting: [privacy@raceroster.com](mailto:privacy@raceroster.com). They will use and disclose your information in accordance with these terms and conditions and otherwise in accordance with their privacy policy which you can see here: <https://raceroster.com/legal/privacy-policy>
- f. CozaLive Media (Event PR – in respect or PR and event publicity): You can seek access to personal information that CozaLive Media holds about you by contacting [office@cozalive.com](mailto:office@cozalive.com).
- g. Emergency Services or Event Medical service providers in the case of a medical emergency.
- h. Victorian State Government department or any other organisation/s as is reasonably necessary in relation to, and to assist with, matters relating to COVID 19, including for the purposes of contact tracing.
- i. HWT may also disclose your personal information on the Event Website, if you are a prize winner or otherwise as required by law.

82) If you consent, your personal information will also be used for the purposes described in the relevant section of the online entry process by these organisations:

- b) GoFundraise (Online fundraising provider): You can access the personal information that GoFundraise holds about you by emailing [privacy@gofundraise.com.au](mailto:privacy@gofundraise.com.au)

## 6. HOW CAN YOU OPT OUT?

**Cookies:** Some third party providers including Race Roster (Event entrant registration platform provider) use cookies to deliver their services. You can view the Race Roster Cookie policy here: <https://raceroster.com/legal/cookie-statement>

**Direct marketing.** If you do not want to receive promotional messages from us, you can change your account settings or follow the unsubscribe instructions which we include at the bottom of our emails.

## 7. OTHER IMPORTANT INFORMATION FOR YOU

**Updates to Privacy Policy.** We may modify this Privacy Policy at any time. The date at the top of this Privacy Policy tells you when it was last updated. Any changes to this Privacy Policy become effective when we publish it online. If you do not agree with changes to this Privacy Policy, you may be able to terminate your registration with us.

**Location of Data.** Some Company Services are hosted in and managed outside of Australia, including in the United Kingdom, the United States of America and Singapore. In dealing with Us, you consent to this practice, understanding that your personal information may be accessible from or transmitted outside Australia.

**Linked Services.** Company Services (including Company's website) may display links to sites operated by unaffiliated companies, and may carry advertisements or offer content, functionality, games, newsletters, competitions or applications developed and maintained by unaffiliated companies. We are not responsible for the privacy practices of these unaffiliated companies. Once you leave the Company Services or click an advertisement or deal with any of our sponsors or business partners you should check the privacy policy of that company to understand how it will handle your information.

**Collection of Personal Financial Information by a Payment Service provider.** Sometimes we allow you to use an unaffiliated payment service to purchase a product or make payments for Company Services ("Payment Service"). If you use a Payment Service, you will be directed to the webpage for that Payment Service. Any information you provide when using a Payment Service may be collected and used by the Payment Service provider in accordance with that provider's privacy policy. You should check the provider's privacy policy to understand how it will handle your information.

**Data Retention and deletion.** We will retain your information for as long as we reasonably need it for the purposes outlined in this Privacy Policy. For example, we may retain your information to prevent fraud, or to maintain systems security. We may also retain your information if required or allowed to by law, regulation or relevant standards and codes of conduct, or to fulfil our contractual obligations to a third party. In certain circumstances, including where we are prevented by technical or systems constraints, we may not be able to remove all of your personal information.

We destroy or de-identify personal information in a secure manner when we no longer need it. However, under Australian law we are not required to delete personal information on specific request. In some circumstances, we are legally required to retain certain personal information where it forms part of a business record (for certain periods of time) or if we believe the information may become relevant to current or future legal proceedings. We are also entitled to retain personal information for various reasons including to prevent fraud or resolve a dispute, to use the personal information for the purposes for which it was initially collected or for other reasonably related or reasonably expected business purposes (such as those

referenced in this Privacy Policy). If you send us a request to delete personal information we have collected about you we may not be able to do so whether for business, technical or other reasons. You may send these requests to [privacy@news.com.au](mailto:privacy@news.com.au) and provide as much detail as possible about your relationship with us.

**Sensitive Information.** We ask that you not provide us with any sensitive information (such as information about your racial or ethnic origin, religious or other beliefs, health, criminal background or trade union membership) when using or registering to use Company Services unless it is necessary to do so. If you do provide us with any sensitive information, you consent to us collecting and handling that information in accordance with this Privacy Policy but not for marketing purposes.

**Complaint.** If you think we have breached the Privacy Act 1988 (Cth) or other applicable privacy laws, you can contact us (see Section 8) to make a complaint. When you contact us, please include your name and contact details (including your email address, address, and telephone number) and clearly describe your complaint. We will need to share your information with others who can assist in responding to your complaint. We will contact you within 7 days to let you know the next steps in resolving your complaint and to obtain any further information we need to consider your complaint. As soon as reasonably practicable and in any event within 30 days, we will let you know our decision. If you are not satisfied with our response, you may refer your complaint to the Office of the Australian Information Commissioner ([www.oaic.gov.au](http://www.oaic.gov.au)).

## 8. HOW YOU CAN CONTACT US

If you have questions about this Privacy Policy, or to request a hard copy, please contact our Privacy Officer at:

Email: [privacy@news.com.au](mailto:privacy@news.com.au)

Mail: National Privacy Officer, Nationwide News Pty Limited, 2 Holt Street, Surry Hills, NSW 2010

Telephone: +612 9288 3000

Please be aware that the above email in-boxes are only monitored during business hours (Sydney time).