

# Privacy Policy

**Launceston Community FM Group Inc** (City Park Radio) respects and values the people that support, volunteer and use our broadcast and digital services and take seriously the privacy of any personal information that we may collect from you, or that you may disclose to us, as part of your interaction with our services.

We are committed to ensuring the privacy of your personal information. We may need to update this policy at any time and recommend that you review our policy periodically. If we make a change, we will publish the amended policy (including the date it became effective) on the website – **cityparkradio.com** . This policy is also available at our office.

We assume that if you participate in and or use any of our services, you understand and agree with this policy.

## What is Personal Information and why do we collect it

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we may collect include: names, age, addresses, email addresses, phone and emergency contact names and phone numbers.

Personal Information is obtained in many ways including membership and volunteer application forms, donations, interviews, correspondence, by telephone, by email via our website [cityparkradio.com](http://cityparkradio.com), from social media and publications, from other publicly available sources, from cookies, and from third parties.

We collect your Personal Information for the primary purpose of providing our services to you and may provide non-personal information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure.

We also collect anonymous information, or with minimal personal details, from your interactions with our digital platforms (our website and our pages on social media). The analysis of this statistical information allows us to provide content that is more relevant to our audience.

## Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

If we ever need to collect this type of sensitive information, it will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent
- Where required or authorised by law.

## What personal information we collect

The types of information we collect are:

- personal details
- anonymous activity-tracking data.

**Personal details** may include name, address, email address, age, phone number, gender and emergency contact and their phone number. Also, we may collect financial information like credit card or bank account details that you provide when you make a donation and or purchase a service from us. These financial details are only used to process the transaction. Name, value, detail, date and receipt number are the only details stored in our systems for accounting and auditing purposes only.

In some specific cases (e.g. when you apply to become a Member or a Volunteer) we may collect 'sensitive' information, which is used strictly for the purpose it was collected. (Note: The privacy legislation considers sensitive information about people's health, racial or ethnic origin, political opinions, etc.)

**We collect anonymous data** about visits to our website, like the number and frequency of visitors, the most popular pages and general traffic patterns. This is mainly aggregated statistical data and does not allow us to identify users. We also have access to statistical information related to our social media pages (e.g. Facebook). (Note: We may have access to some personal information of our social media visitors based on their security settings in the social media platform, based on its privacy policy.)

## The ways we collect information

- verbally, either personally (e.g. you come to the station to make a donation) or over the phone (e.g. you win an on-air competition and provide your details to receive the prize)
- in writing (e.g. you send us a letter or an email with your details)
- electronically (e.g. you fill an online form on the website or anonymous information gathered with 'cookies'— see below).

When you provide personal details verbally or in writing, we transfer the relevant details to a database in our system. In doing this, we apply internal procedures that ensure we maintain the privacy of the information provided.

We collect anonymous website activity using 'cookies' attached to the 'browser' you use to access our website. (Note: A browser is a program in your computer—e.g. Chrome, Firefox, Internet Explorer—used to access internet websites. A cookie is a small data file that is downloaded and stored in your machine or portable device that lets our digital service store information.)

Most browsers allow you to manage cookies based on your preferences. You may set your browser to prevent the installation of new cookies, and you may delete existing ones. Please refer to the help area of your browser for instructions on how to do this. Please note that in some instances avoiding cookies may mean you will not be able to take full advantage of the website services.

## How we protect your personal information

We only use your personal information for the particular purpose you provided it. In some cases, we may use it also to send you periodic updates about City Park Radio.

Otherwise, we will not use or disclose your personal information without your consent, unless there is a duty to the public to disclose that information, we are required to by law, or where the interests of City Park Radio require disclosure.

We store personal information in an in-house database system, which is protected from external unauthorised access by robust security technology. Internal access to the information is restricted to 'need to know' personnel.

At any stage, we may need to use third-party providers (for normal operation and contingency storage) to host some or all of our systems. These providers may have technical facilities in countries other than Australia. We will endeavour to use providers whose privacy policies are compatible with ours.

When you access our social media pages, you are protected under the privacy policy of that platform (e.g. Facebook), not by this policy. You should review your security settings and ensure that you are comfortable with any disclosure of information

allowed by such settings. You should note that these social media platforms would possibly store their systems outside Australia.

You should also note that articles published on our websites may contain links to third parties' websites, or services hosted by third parties (e.g. Streaming, Podcasts etc). If you click on such links and are transferred to another website, you will need to refer to that other party's privacy conditions as this privacy policy will no longer apply.

## Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party and also verify the information with you.

## Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following:

- Where required or authorised by law, and
- Third parties where you consent to the use or disclosure.

## Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure. When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

## Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

**Launceston Community FM Group Inc** will not charge any fee for your access request.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

# Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

## Policy Updates

This Policy may change from time to time and is available on our website.

## Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy, or if you feel we have breached your privacy in a particular instance, please write to our President at:

Launceston Community FM Group Inc.

PO Box 1501, Launceston. 7250.

cityparkradio@cityparkradio.com.au

03 6334 3344

Effective: 15<sup>th</sup> January 2022

The Australian Privacy Principles (APPs) are contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information. A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [www.oaic.gov.au](http://www.oaic.gov.au)

If we do not respond within 60 days of receiving a written complaint, or if you are not satisfied with the outcome, you have the option to make a complaint to the Privacy Commissioner at the *Office of the Australian Information Commissioner* (OAIC). The OAIC can be contacted on 1300 363 992 or at [www.oaic.gov.au](http://www.oaic.gov.au).

Website statement:

City Park Radio collects information from your interactions with our digital platforms. The analysis of this statistical information allows us to provide content that is more relevant to our audience. [This is our Privacy Policy.](#)