

## **Privacy Policy – Pursuit Communications**

This privacy policy sets out how Central Coast Chronicle (ABN: 35 563 250 903) ("we", "us", "our") uses, discloses and protects any personal information about yourself that we collect when you use this website and otherwise interact with us. You can be assured that the information collected will only be held, used or disclosed in accordance with this privacy policy.

We may make changes to this privacy policy from time to time (without notice to you) that are necessary for our business requirements or the law. This privacy policy was last updated on 28 March 2018. We encourage you to visit this site from time to time to ensure that you have read our most current privacy policy.

### **What we collect**

We may collect and hold the following personal information from members, business contacts and other individuals with whom we deal:

- name and contact information including email address, postal and/or delivery address and telephone number (if supplied by you);
- credit card details;
- demographic information such as postcode, preferences and interests; and
- other information relevant to member offers and/surveys.

### **What we do with the information we collect and hold**

We require this information to understand your needs and provide you with a better service, and in particular for the below reasons:

- to process your transactions;
- for internal record keeping;
- to improve our products and services;
- we may send promotional material to any contact details you provide to us, about new services, special offers or other information which we think you may find interesting;
- to contact you by email, SMS, phone, fax or mail for market research purposes, from time to time; and
- to customise the website according to your interests.

We will only use your personal information as reasonably necessary for the above purposes, unless we have your permission or are required by law to otherwise handle your information (such as to respond to an emergency).

Central Coast Chronicle may disclose your personal information for the above purposes to the following people and entities:

- our parent company [Pursuit Communications ABN: 35 563 250 903] and its subsidiaries;
- our service providers (including IT services, mailing houses, shipping and distribution services);
- our business associates;

- our professional advisers, such as our lawyers, accountants and auditors;
- your employees, agents and representatives (if you are our business contact);
- if any entity wishes to purchase part or whole of our business, that entity; and
- government and regulatory authorities, and other parties if required or permitted by law.

We require these organisations to be bound by appropriate confidentiality obligations and take reasonable steps to ensure that they are aware of their privacy obligations with respect to the protection of your information.

We do not otherwise sell or provide your information to third parties. We will not disclose your personal information to countries overseas.

### **How we hold and store Personal Information**

Your personal information is held and stored on paper, by electronic means or both. We are committed to ensuring that your information is secure and take reasonable steps to ensure that your personal information is protected from misuse, interference, loss and unauthorised access, modification and disclosure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the personal information we collect about you. All of the personal/ sensitive information you provide to us is transmitted via Secure Socket Layer (SSL) technology. Our staff and related personnel are only permitted to access information necessary for their duties.

### **Destruction and De-identification**

We will retain your personal information whilst it is required for any of our business functions, or for any other lawful purpose. We use secure methods to destroy or to permanently de-identify your personal information when it is no longer needed, including paper records being commonly sent for secure destruction and electronic records being deleted from all locations, to the best of our ability, or encrypted and/or placed beyond use.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. The file is added and the cookie helps analyse web traffic or lets us know when you visit a particular site. Cookies allow web applications to optimise the continuity of your browsing session by gathering and remembering information about your browsing preferences, including browser type, version and language, operating system, pages viewed, page access times and the referring website address.

Cookies cannot be used to identify you and will not give us access to your personal information (other than the information you have chosen to share with us). We only use cookies internally for the purposes of analysing data about webpage traffic and improving our website in order to tailor it to member needs. The data is removed from the system after it is used in this way.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Controlling your personal information**

You may choose to restrict the collection, storage, use or disclosure of your information in the following ways:

- if you have previously agreed to us using your information for direct marketing purposes, you may change your mind at any time by:

- writing to the Privacy Officer Brooke Simmons, Founder of Central Coast Chronicle, 22/11 Berrys Head Road Narara 2250,
  - phoning 0407 780 710 (during normal business hours), or
  - e-mailing us at [brooke@centralcoastchronicle.com.au](mailto:brooke@centralcoastchronicle.com.au).
- we mainly communicate with you through email. If you wish to unsubscribe to direct marketing communication, you can locate and click on the unsubscribe link in each of the promotional emails and we will opt you out from the mailing listing without any cost.

If you believe that any information we are holding on you is incorrect, out of date, irrelevant or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

You may request access to any personal information we hold about you by contacting us. If we refuse access, we will provide you with reasons for the refusal and the relevant provisions of the Privacy Act that we rely on to refuse access. We may recover reasonable costs of retrieving information when you make an access request.

### **Complaints**

If you have any questions, concerns or complaints about this privacy policy, or our use of your information, please contact us using any of the above methods. You can also contact us if you believe that the privacy of your information has been compromised or is not adequately protected. Once a complaint has been lodged, we will respond to you within 28 days, although we may request further information for the purpose of considering your complaint. If we will take longer than 28 days to investigate your complaint, we will advise you of the likely response time.

### **Consent**

By using our website, you consent to this privacy policy.