



# QRL PRIVACY POLICY

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## *SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?*

When you interact with one of our digital properties, we may ask for and collect the personal information you give us such as your name, address and email address in order to communicate with you.

When you browse our website, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system. We may also receive anonymous demographic information, which is NOT unique to you, such as your postcode, age, gender, preferences, interests and favorites. We use this information to deliver and improve the services you have requested. We also use your personally identifiable information to inform you of other products or services available from the QRL and its affiliates.

Our website may also keep track of the websites and pages our customers visit within our site in order to determine what services are the most popular. This data is used to deliver customized content and advertising within our site and affiliated sites to customers whose behavior indicates that they are interested in a particular subject area.

**Cookies:** Websites use “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

**Email marketing:** With your permission, we may send you emails about our site, our organization, the game of rugby league and other marketing updates. We may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

## *SECTION 2 - CONSENT*

How do you get my consent?

When you provide us with personal information to receive information, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or

provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at [reception@qrl.com.au](mailto:reception@qrl.com.au) or mailing us at:

Queensland Rugby Football League Limited  
Locked Bag 3000,  
Paddington QLD 4064

You can also remove or amend this consent yourself, by visiting the QRL Preference Centre. A personalized link to your preferences and consent will be provided within our marketing emails.

### *SECTION 3 - DISCLOSURE*

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

### *SECTION 4 - THIRD-PARTY SERVICES*

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Australia and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to

disclosure under United States legislation, including the Patriot Act. Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

### *Links*

When you click on links on our websites, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

### *SECTION 5 - SECURITY*

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

### *SECTION 6 - CHANGES TO THIS PRIVACY POLICY*

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. If our website is acquired or merged with another organisation's, your information may be transferred to the new owners so that we may continue to sell products to you.

### **QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at [reception@qrl.com.au](mailto:reception@qrl.com.au) or by mail at:

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