



Red Elephant Group Privacy Policy

Your privacy is important to Red Elephant Group (**ABN 11 127 656 204**). We respect your privacy and are committed to protecting your personal information.

We will collect and use your personal information in accordance with this Privacy Policy.

When used in this policy, depending on the context, “we”, “our” and “us” refer to Red Elephant Group.

This policy provides information about how we may collect, hold and use your personal information.

If you do not provide us with the information that we request, then we may not be able to provide you with our products and services.

What is personal information?

Personal information is information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in material form or not, about an individual whose identity is reasonably apparent, or can be reasonably ascertained, from the information or opinion. Examples of personal information include your name, postal address, telephone number and email address.

We collect personal information to properly and efficiently carry out our respective functions, including to provide you requested products and services, and to facilitate the provision of marketing and promotion services that may be of interest to you.

The personal information collected and held about you will vary depending on the circumstances of collection and may include, but is not limited to, as follows:

- your name, address, email address, date of birth, gender, occupation, contact information
- other information provided voluntarily by you, for example in response to surveys or competitions

How do we collect your personal information?

We collect personal information about you in a number of ways, including: directly from you, for example, when you provide information to us by phone, email, in an entry competition entry form on paper or online, when you join the Cultural Pulse Fan Club, when you purchase tickets to an event, submit information through or access our websites. (www.redelephantgroup.com or www.culturalpulse.com.au).

We may collect personal information regarding a child from the parent or other responsible person associated with that child.

We may also receive information about you from third parties in relation to other websites. For example, you may choose to participate in a third party application or feature as part of our for example or on a third party website or service (such as a Facebook application or a similar application or feature) through which you allow us to collect (or the third party to share) information about you, including personal information.

The information we collect is subject to this Privacy Policy.

In addition, we may receive information about you if other users of a third party website or service give us access to their profiles and you are one of their "connections" or information



about you is otherwise accessible through your "connections" web page, profile page, or similar page on a social networking or other third party website or interactive service.

Providing information

If you do not provide some or all of the information that we request from you, this may affect our ability to communicate with you or provide the requested products or services.

By not providing requested information, you may jeopardise your ability to participate in programs or competitions. If it is impracticable for us to deal with you as a result of you not providing the requested information or consent, we may refuse to do so.

Information storage and protection

We store information in different ways, including in paper and electronic form. When your information is provided to us, the information may be combined or linked with other information held about you.

Security of personal information is important to us. We have taken steps to protect the information we hold from misuse, loss, unauthorised access, modification or disclosure.

How do we use your personal information?

Red Elephant may use your personal information for the primary purpose for which it was collected and secondary purposes related to the primary purpose. Such primary and secondary purposes may include, without limitation, use of your personal information to:

Develop, run, administer and market competitions, programs, activities and other Events relating to sports;

Market products, services, merchandise and special offers made available by our respective corporate partners, licensees, suppliers and sponsors;

Administer and manage our respective websites and provide you with access to those websites;

Keep you informed of news and information (ticketing) relating to sports, including by distributing newsletters, publications and other communication via various mediums;

We may disclose your personal information to:

Organisations involved sporting programs and initiatives in Australia;

Companies that we have engaged or used to carry out functions and activities on our behalf, including companies involved in:

- advertising and marketing our products, services, merchandise and special offers (including social media partners);
- data aggregation, enrichment, augmentation, processing, analytics and research; and

Direct marketing

We will use non-sensitive personal information to provide better services and for marketing purposes (including disclosure of such information to service providers and commercial partners).



If you do not wish to receive e-mail, SMS or posted offers from us, you may opt-out by using the link provided. Alternatively, you may advise us at any time that you do not wish to receive e-mail, SMS or posted offers.

Accuracy of your personal information

The Red Elephant Group takes all reasonable steps to ensure that the personal information we collect, use and disclose is accurate, complete and up-to-date.

However, we rely on the accuracy of personal information as provided to us both directly and indirectly. You are encouraged to regularly review and update your personal information. If you find that the personal information we hold about you is inaccurate, incomplete or out-of-date, please contact us immediately (info@redelephantgroup.com) and we will take reasonable steps to ensure that it is corrected.

How can you access the personal information we hold about you?

Subject to some exceptions provided by law, you have the right to access your personal information.

For security purposes, if you would like to access personal information that we hold about you, we require you to put your request in writing. If we do not allow you access to any part of the personal information we hold about you, we will tell you why.

Opt-Out/Unsubscribe

You can easily unsubscribe from our communications at any time by contacting us using the contact details specified in this Privacy Policy. It may take some time to effect an opt-out or an unsubscribe so you may still receive communications from us for several weeks after your request is received.

For the avoidance of doubt, opting-out or unsubscribing yourself from a mailing list will ensure your removal from that particular mailing list but will not guarantee your removal from other mailing lists Red Elephant Group may store your details in as a result of your engagement with a different service or product.

Contacting Us

If you would like to access the personal information that Red Elephant Group holds about you, have any questions in relation to this Privacy Policy or have a complaint, you can contact us using the contact details specified below.

You can contact Red Elephant Group emailing info@redelephantgroup.com

Changes to this Privacy Policy

From time to time, we may need to change this Privacy Policy to reflect our changing business practices. We will notify you of any amendments by posting an updated version of this Privacy Policy on our website (www.culturalpulse.com.au).