

Sydney FC Privacy Policy

1. Protecting Privacy

Your privacy is important to Sydney FC. This privacy policy provides information about the personal information that Sydney FC collects and the ways in which Sydney FC may use, hold and disclose this personal information.

Sydney FC may disclose your personal information to Football Federation Australia (FFA) and the FFA may disclose your personal information to Sydney FC. Each organisation will collect and use your personal information in accordance with this privacy policy.

2. Sydney FC Privacy Policy

This policy describes the way Sydney FC collects, holds and discloses personal information. Personal information is information that identifies you or could identify you. Sydney FC FFA are subject to the Privacy Act 1988 (Cth), including the Australian Privacy Principles. Sydney FC may vary this policy from time to time, by posting an updated policy accessible via our website.

Protecting personal information is fundamental to Sydney FC's and FFA's relationship with Members and supporters. All personal information received by Sydney FC, or in the conduct of Sydney FC's or FFA's business, is therefore treated seriously, having regard to Sydney FC's and Sydney FC Clubs' legal obligations.

3. Accessing Sydney FC Online

"Sydney FC Online" refers to the Sydney FC and or FFA websites with top-level domains located at <http://www.footballaustralia.com.au/>, <http://www.sydneyfc.com/> and <http://www.sydneyfc.com.au/>, all related sub-domains and any other Sydney FC website which provides a Sydney FC product or service. You need not disclose your identity to Sydney FC in order to visit Sydney FC websites, except where personal information is voluntarily supplied, however the FFA internet server may automatically record details about any computer used to access the website (such as the IP address, domain name and browser type), the date and time of access, and details of the information downloaded. This information is used for internal statistical purposes and to improve Sydney FC websites.

Cookies

Sydney FC may use "cookies" on its websites. A cookie is a small text file that Sydney FC may place on your computer. Usually, cookies are used as a means for our websites to remember your preferences and are thus designed to improve your experience of Sydney FC Online. Cookies may collect and store personal information about you.

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

If you disable the use of cookies on your web browser or remove or reject specific cookies from our website or linked sites then you may not be able to gain access to all of the content and facilities on Sydney FC Online.

Website Analytics

When you visit and browse Sydney FC Online, our website host and some third party service providers may collect information for statistical, reporting and maintenance purposes.

Subject to the terms of this privacy policy, this information is used to administer and improve the performance of Sydney FC Online. The information may include:

- the number of users visiting our website and the number of pages viewed;
- the date, time and duration of a visit;
- visiting patterns of individuals accessing Sydney FC Online;
- the IP address of your computer; and
- the path taken through our website.

Sydney FC or the FFA use website analytic services to help analyse how you use Sydney FC Online (Website Analytics). Website Analytics generate statistical and other information about website use by means including but not limited to cookies which are stored on users' computers. The information generated is used to create reports about the use of Sydney FC Online. Our third party providers of these services may store this information. Sydney FC or the FFA will not (and will not allow any third party to) use Website Analytics to track or to collect any personally identifiable information of visitors to Sydney FC Online. Sydney FC or the FFA will not associate any data gathered from Sydney FC Online with any personally identifying information from any source as part of Sydney FC's or the FFA's use of Website Analytics.

Sydney FC and the FFA treat personal information that may be obtained through cookies and any other information supplied to us (for example if you send us an email) in accordance with this privacy policy.

4. Information Collected

Generally, Sydney FC and the FFA collect personal information directly from your use of Sydney FC's and FFA's websites and any registration you make to receive information, including via email. The personal information which Sydney FC and the FFA collect and hold may include:

- Name, address, email address, gender, occupation, contact information, favourite Hyundai A-League Club, Club you play for and your current team;
- information about dealings with Sydney FC, including membership history, and subscriptions for information;
- your Sydney FC game attendance history where you purchase a ticket or use your Sydney FC Membership Card to obtain entry into a venue;
- your IP address and geolocation; and
- information derived from the use of "cookies".

In addition, you may also provide to us and we may collect and hold additional personal information, such as:

- your credit card information; and
- details of the items ordered or purchased from us.

By providing Sydney FC or FFA with personal information, you consent to that information being collected, used, disclosed and stored in accordance with this Privacy Policy.

If you do not give personal information to Sydney FC, the FFA or Sydney FC affiliated websites (my.sydneyfc.com, shop.sydneyfc.com, etc) it may affect the ability of Sydney FC to provide you with products and/or services.

Where we engage with you multiple times over a short period in relation to the same matter, we may not provide you with a separate notice about privacy each time we engage with you.

5. Information from Third Parties

During the course of business, Sydney FC and the FFA may also collect personal information that is given to them by a third party (for example, a corporate partner of Sydney FC, Sydney FC Merchandise Shop, Sydney FC Ticket Sellers, Sydney FC Competition manager and other sources unknown at time of writing, or information that is on a publicly maintained record). This information forms part of the personal information described in this policy. Sydney FC will not intentionally solicit personal information that is unintentionally disclosed.

6. Storage of Personal Information

Wherever reasonably practicable, Sydney FC will store personal information on data servers that are controlled by Sydney FC and are located within the geographical borders of Australia. However, some of your personal information may be transferred, stored, processed, used or disclosed overseas by Sydney FC or Sydney FC's third party service providers. In particular, as at the date this privacy policy was most recently updated, your personal information may be disclosed to recipients in the Vietnam, China and other countries from time to time.

This may happen if our service providers are located overseas, or if transactions, information, services or products have an overseas connection. Where such parties are located overseas, you may have rights to enforce such parties' compliance with applicable data protection laws, but you may not have recourse against those parties under the Australian Privacy Act in relation to how those parties treat your personal information.

You agree to the disclosure and use of such personal information in accordance with this privacy policy, and consent to its disclosure overseas and its use by third parties, including our service providers, in Vietnam, China and such other countries in which those parties or their computer systems may be located from time to time, where it may be used solely for the purposes described in this privacy policy, without us being responsible for such use (or for any breach).

7. Use & Disclosure of Personal Information

Sydney FC may collect, hold, use and disclose your personal information for purposes including, without limitation:

- to verify your identity;
- to improve Sydney FC websites;
- to provide, and to assist with providing products and services to you, to manage and account for the products and services, and to improve products and services;
- to manage Sydney FC's relationship(s) with you;
- to provide you with information about events, products and/or services that may interest you;
- to facilitate the internal business operations of Sydney FC;
- to promote and market Sydney FC events, products or services;
- to enable corporate partners and sponsors of Sydney FC, including the FFA and FFA's digital rights partner, as well as their related bodies corporate, to market and promote their products and services to you; and
- to our third party service providers in connection with any of the above.

Sydney FC may also disclose personal information where it is otherwise permitted to do so by law.

You consent to Sydney FC and FFA using your personal Information for sending you information, including promotional material, about Sydney FC or FFA, or FFA's products and services, as well as the products and services of third parties, now and in the future. You also consent to us sending you such information by means of direct mail, email, SMS and MMS messages. You can contact us using the contact details specified in paragraph 9 if you do not want to receive marketing information from us.

Sydney FC and AFL Clubs do not otherwise disclose personal information without your permission, unless the disclosure is:

- in accordance with this privacy policy or any agreement you enter into with us; or
- required or authorised by law, including without limitation the Australian Privacy Principles under the Privacy Act 1988 (Cth).

When Sydney FC discloses your information to third parties, e.g. our Membership fulfilment company, FFA, or others, that information will be sent in a password protected file with the password sent in a separate email.

8. Information Security

Sydney FC will take reasonable steps to protect all personal information within their direct control from misuse, interference, loss, unauthorised access, modification or disclosure. Sydney FC will take reasonable steps to hold information securely in electronic or physical form in access controlled premises or in electronic databases requiring logins and passwords.

9. Contacting Sydney FC Regarding Access & Correction and Privacy Complaints

An individual may:

request access to and seek the correction of their personal information held by Sydney FC at any time;

- make a complaint in relation to a breach of privacy; or
- submit a query or concern about this privacy policy or Sydney FC information handling processes,

by contacting Sydney FC's Privacy Officer by email at info@sydneyfc.com.

Access

You will be required to provide proof of identity in order to obtain access to your personal information. Sydney FC may refuse to provide access if permitted to do so by law. Sydney FC aims to provide access to your personal information within 30 days of a valid request.

Complaints

At all times, privacy complaints:

- will be treated seriously;
- will be dealt with promptly;
- will be dealt with in a confidential manner; and
- will not affect your existing obligations or affect the commercial arrangements between you and Sydney FC.

Sydney FC's Privacy Officer will commence an investigation into your complaint. You will be informed of the outcome of your complaint within a reasonable period of time following completion of the investigation.

10. Use of Email, Mail and SMS communications

Email

Sydney FC Emails to Non-Members are able to be unsubscribed at any time by clicking the unsubscribe link on any email. You can also unsubscribe by sending an email to info@sydneyfc.com or calling (02)83145101.

Sydney FC Emails to Members can also be unsubscribed at any time as per above, however some information is sent to Sydney FC Members that have unsubscribed. This could relate to Change of game information (date/venue/time), Major Announcements, Membership Renewal information and more. If a Sydney FC Member chooses not to renew their Membership by the deadline renewal date specified in the Membership Renewal documents, they are then treated as Non-Members and no further emails are sent.

Mail

Sydney FC may send you Membership Information by mail. You can be removed from this list by contacting Sydney FC by email: info@sydneyfc.com, mail: PO Box 2180 Bondi Junction NSW 1355 or phone: (02)83145101.

SMS

Sydney FC may send SMS's to non-members with upcoming game information. Each SMS has an unsubscribe option.

Sydney FC Members who have not renewed their Memberships may receive SMS reminders. These are discontinued at the conclusion of the Renewal period as per above.