

## 1 . OUR COMMITMENT TO PRIVACY

1.1 Knox Club Ltd. and its related entities and affiliates (together, "Knox Club", "we", "our" or "us") respect your privacy and we are committed to compliance with our obligations under the Privacy Act 1988 (Cth).

1.2 Please take a moment to read our Privacy Policy as it describes what happens to your personal information (being information or an opinion about you, whether true or not, which identifies you or from which your identity can reasonably be ascertained) that we collect.

## 2 . COLLECTION OF YOUR PERSONAL INFORMATION

**2.1** The Knox Club will collect your personal information in a fair and lawful manner, and not in an unreasonably intrusive way. The information that we will collect about you will depend on how you use the facilities offered by us. For example, when completing a membership application we will collect details such as name, surname, address, email address, date of birth and contact number. Some of this information is essential for us to be able to accurately identify who is using our services and as such is mandatory. Other types of information are collected to help us profile who is using the services and what their interests are

**2.2** We may collect the personal information you directly give us through some of the following means:

- (a)** when submitting a membership form;
- (b)** when making an enquiry with us regarding membership or any of our services;
- (c)** in administering and performing our services including memberships and dealing with enquiries;
- (d)** while conducting customer satisfaction and market research surveys;
- (e)** whilst administering any of our services;
- (f)** when you sign up for participating in any of our loyalty rewards programs that may be offered;
- (g)** when you enter any promotions or competitions we run and
- (h)** during telephone calls

## 3 . TYPES OF PERSONAL INFORMATION WE COLLECT

### 3.1 Personal Information

**(a)** The type of personal information we may collect can include (but is not limited to) name, address, date of birth, contact details, occupation and residency status.

**(b)** We usually obtain personal information directly from our customers through application or other forms, including forms submitted to us and from maintaining records of information provided in the course of ongoing customer service.

**(c)** Where you do not wish to provide us with your personal information, we may not be able to provide you with requested products or services.

**(d)** We may collect personal information by other means from time to time, for example, through market research, surveys or special offers, to enable us to improve our service or consider the wider needs of our customers or potential customers.

#### **4. INFORMATION COLLECTED FROM OUR WEBSITE**

**4.1** If you register as a member or otherwise contact us via our website or contact us by email, we may collect personal information you provide such as your name, date of birth, occupation, telephone, fax and mobile numbers and postal or email addresses.

**4.2** All personal information collected and stored by us will be protected by data encryption and/or other security means such as firewalls.

**4.3** We may use "cookies" to store and sometimes track information about you, but only on an anonymous basis. A cookie is a small amount of data sent from a server which is stored on your computer's hard drive. You can set your browser to refuse cookies or to ask you before your browser accepts them. Certain parts of our Website or services may require a cookie to be activated and, if you choose to reject the cookie, a particular feature may not be available to you.

**4.4** If you do not provide any information we request we may not be able to provide our goods and services to you.

#### **5. THE PURPOSE FOR WHICH WE COLLECT PERSONAL INFORMATION**

**5.1** We will only collect and hold personal information for the primary purposes of:

**(a)** providing you with our products and services;

**(b)** managing and administering those products and services, including account opening procedures; and

**(c)** fulfilling our related legal obligations. In particular, we may be required to collect certain personal information in order to comply with government legislation and regulations.

#### **6. HOW WE USE OR DISCLOSE YOUR PERSONAL INFORMATION**

**6.1** Personal information collected by us may be disclosed to third parties, including our reward program partners, for marketing and promotional purposes. If you do not consent to this disclosure, we may not be able to provide certain promotional and/or reward opportunities to you.

**6.2** Any personal information you provide to us will only be used or disclosed for the purpose for which you have provided it. Your personal information will be added to our mailing list unless you advise us that you do not consent to receiving information from the Venue in relation to your membership.

**6.3** Your personal information will be shared with Tabcorp Gaming Solutions Pty Ltd (Tabcorp), its related bodies corporate and any third party who is engaged by the Venue, Tabcorp or its related bodies corporate to store or process data or to develop promotional materials to send to you in relation to your membership. Neither the Venue nor Tabcorp or its related bodies corporate will share information about you with any other organisations without your permission.

**6.4** Tabcorp or its related bodies corporate may disclose your personal information to recipients located outside Australia that provide services to Tabcorp or its related bodies corporate. Tabcorp or its related bodies corporate will only disclose personal information to an overseas recipient if:

**(a)** Tabcorp or its related bodies corporate have taken reasonable steps to ensure that the recipient does not

breach the Australian Privacy Principles (APPs)(other than APP 1); or

**(b)** Tabcorp or its related bodies corporate believe that:

**(i)** a law or scheme in the country of the recipient includes requirements that are substantially similar to the requirements of the APPs; and

**(ii)** you can take action to enforce that law or scheme; or

**(c)** Tabcorp or its related bodies corporate have informed you of the disclosure and have your express consent; or

**(d)** The APPs otherwise allow it

## **7. PRIMARY PURPOSE**

**7.1** Some of the primary purposes for which we use and disclose personal information include:

- (a)** Providing our goods and services to you;
- (b)** Account keeping and administering your membership with us; and
- (c)** Administering our customer loyalty rewards programme and promotional competitions you may enter.

## **8. SECONDARY PURPOSE**

**8.1** We may also use and disclose your personal information we collect for a secondary purpose. A secondary purpose is one which is related to the primary purpose of collection. Some of the secondary purposes for which we may collect your personal information include:

- (a)** marketing our goods and services to you;
- (b)** development of our goods and services;
- (c)** customer and market research; and
- (d)** to keep you informed of any changes to our goods and services or other offerings that may be of interest to you.

**8.2** We will not use or disclose your personal information for any other purpose unless you have consent to that use or disclosure