

### **Kidney Health Australia (“KHA”) Privacy Policy**

#### **Introduction**

KHA is the national peak body for kidney disease. As the national peak body, Kidney Health Australia works to raise awareness of the need for prevention, early detection and improved treatment options for kidney disease, as well as the need for increased organ donation rates, both amongst members of the general public and amongst medical professionals.

This privacy statement applies to all business activities of The Australian Kidney Foundation trading as Kidney Health Australia (ABN 37 008 464 426) and its related and trading entities, including its websites [kidney.org.au](http://kidney.org.au); [khaacomm.org.au](http://khaacomm.org.au); [bigredbbq.com.au](http://bigredbbq.com.au); to the extent that they affect or involve the collection, use, disclosure or handling of personal information.

KHA provides a range of telecommunication services, either through a particular division within KHA or through one of its related companies.

Our Website may contain links to third party websites. We are not responsible for the privacy policies of any third party websites. We recommend that you review the privacy policy of each website you visit.

#### **Protecting Your Privacy**

KHA is committed to providing you with the highest levels of customer service. KHA respects your privacy and is committed to protecting your personal information. Our privacy policy outlines our approach to privacy and how we collect, use and protect your personal information. It also sets out your rights in relation to accessing the personal information we collect and hold about you. We are bound by the Australian Privacy Principles (or APP's) in the Privacy Act 1988 (Commonwealth).

This policy sets out the information that KHA is required to communicate to its customers. KHA recommends that you keep this information for future reference.

The Australian Privacy Principles (APPs) in the Privacy Act 1988 are to be applied and complied with by KHA staff in relation to the collection, retention, use and disclosure of personal information.

This policy acknowledges and draws on relevant Guidelines published by the Office of the Australian Information Commissioner [www.oaic.gov.au](http://www.oaic.gov.au)

#### **Consideration of personal information privacy**

*Australian Privacy Principle 1: Open and transparent management of personal information*

*Australian Privacy Principle 2: Anonymity and pseudonymity*

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### Collection of Personal Information

- The personal information held by KHA may include, but is not limited to:
  - your name, date of birth, current and previous addresses, telephone/mobile phone number, email address, bank account or credit card details, occupation, driver's licence number, your KHA PIN, username or password. KHA also holds details of your KHA services (including their status).
- Where reasonably practicable, we attempt to collect information directly from individuals. When we collect information, we will generally explain to the individual, why we are collecting it, who we give it to and how we will use or disclose it or, alternatively, those matters will be obvious from the circumstances.
- We may collect personal information from individuals who are not customers of KHA but whose personal information is purchased or rented from a list, given to us by those individuals via our Website (including Help Centre) or in the course of a transaction.
- If we collect information about an individual from someone else, we will take reasonable steps to ensure that the individual is made aware of how we obtained their information, the other personal information that we collect in the course of a transaction, or that you provide to us when you contact us.
- We will collect personal information from you by lawful and fair means and not in an unreasonably intrusive way.
- If you choose not to provide certain personal information (e.g. your date of birth), KHA may not be able to provide you with the services you require, or the level of service on which KHA prides itself. You do have the right to seek to deal with us anonymously or using a pseudonym, but in almost every circumstance it will not be practicable for us to deal with you or provide any services to you except for the most general responses to general enquiries, unless you identify yourself.
- Occasionally, you may need to provide personal information about other individuals to KHA (e.g. about your authorised representatives). If so, KHA relies on you to inform those individuals that you are providing their personal information to KHA and to advise them that KHA can be contacted for further information (see 'How to contact us' below).

### How we collect personal information

KHA collects personal information in a number of ways, including:

- Directly from you, when you provide information by phone or in application forms, or when you submit your personal details through KHA's web sites;
- From third parties such as KHA's related companies, credit reporting agencies or your representatives;
- From publicly available sources of information;
- From the organisations identified below under 'When KHA discloses your personal information';
- From KHA's own records of how you use your KHA services; or
- When legally required to do so.

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### How we use your personal information

Your personal information may be used to:

- verify your identity;
- assist you to subscribe to KHA services;
- provide the services you require;
- administer and manage those services, including charging, billing and collecting debts;
- inform you of ways the services provided to you could be improved;
- conduct appropriate checks for credit-worthiness and for fraud;
- research and develop KHA services;
- gain an understanding of your information and communication needs in order for KHA to provide you with a better service; and
- maintain and develop KHA's business systems and infrastructure, including testing and upgrading of these systems.

Also, your personal information is collected so that KHA can promote and market its services to you (including by way of direct mail, telemarketing, SMS and MMS messages). KHA does this to keep you informed of its products, services and special offers. If you do not wish KHA to promote and market its products, services and special offers to you, please call 1800 454 363.

In relation to marketing and promotional material sent via email, KHA will send such material only if you elect to receive it (i.e. opt-in) or if it is provided in response to your request.

In relation to direct marketing, KHA will use your personal information for direct marketing where you have provided that information, and you are likely to expect direct marketing, then you will be sent direct marketing containing an opt out. If we use your personal information obtained from elsewhere we will still send you direct marketing information where you have consented and which will also contain an opt-out. We will always obtain your consent to use sensitive information as the basis for any of our direct marketing.

KHA is a member of the Australian Direct Marketing Association (ADMA) and subscribes to its "do not mail" and "do not call" lists.

### When we disclose your personal information

In order to deliver the services you require, KHA may disclose your personal information to organisations outside of KHA and its subcontractors. Your personal information is disclosed to these organisations only in relation to KHA providing its services to you. These organisations carry out KHA's:

- customer enquiries;
- mailing operations;
- billing and debt-recovery functions;
- information technology services;
- installation, maintenance and repair services;

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- marketing, telemarketing and door-knocking services;
- market research; and
- web site usage analysis.

KHA takes reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations in relation to the protection of your personal information.

In addition, KHA may disclose your personal information to:

- your authorised representatives or your legal advisers (e.g. when requested by you to do so);
- credit-reporting and fraud-checking agencies;
- credit providers (for credit related purposes such as credit-worthiness, credit rating, credit provision and financing);
- KHA' related companies;
- KHA' professional advisers, including its accountants, auditors and lawyers;
- other telecommunication and information service providers (for example, if you obtain services from other providers, KHA may need to disclose your personal information for billing purposes);
- government and regulatory authorities and other organisations, as required or authorised by law; and
- organisations who manage KHA' business and corporate strategies, including those involved in a transfer/sale of all or part of its assets or business (including accounts and trade receivables) and those involved in managing KHA' corporate risk and funding functions (e.g. securitisation).

### **Calling Number Display**

KHA's Calling Number Display facility (CND) allows persons who receive phone calls to identify who is calling them by displaying the caller's number. CND forms part of the ordinary telephony service that you purchase from KHA.

Unless you have chosen to block your phone number, or have a silent line, CND will usually cause your phone number to be displayed (or logged) - locally and sometimes internationally - on a receiving caller's phone. In other words, CND will enable the disclosure of your phone number to receiving callers (and to other network operators) locally and internationally, unless you take the above measures.

For further information on CND (as well as on CND blocking), please call 1300 850 115.

### **Integrated Public Number Database**

KHA is required by law to maintain an industry-wide database of phone numbers, known as the Integrated Public Number Database (IPND). The IPND is used to publish public number directories, provide directory assistance, operate emergency call services and safeguard national security. The IPND is not used for other purposes.

To satisfy its legal obligations, KHA is required to provide your phone number (as well as other personal information such as your name, address and service location) to the IPND. All other telecommunications carriers are required to do the same.

If you have a silent line, your number will not be published in public number directories or be disclosed by directory assistants, even though it must be provided to the IPND for the above uses.

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### **KHA's web sites**

KHA provides products and services via its various web sites. When you visit KHA sites, its web servers record anonymous information such as the time, date and URL of the request. This information assists KHA to improve the structure of its web sites and monitor their performance.

KHA may use 'cookies' on various web sites. Cookies are an industry standard and most major web sites use them. A cookie is a small text file that our web sites may place on your computer. Usually, cookies are used as a means for KHA web sites to remember your preferences. As such, cookies are designed to improve your experience of KHA web sites. In some cases, cookies may collect and store personal information about you. KHA extends the same privacy protection to your personal information, whether gathered via cookies or from other sources. You can adjust your Internet browser to disable cookies or to warn you when cookies are being used. However, if you disable cookies, you may not be able to access certain areas of our web sites or take advantage of the improved web site experience that cookies offer.

KHA also collects Internet Protocol (IP) addresses. IP addresses are assigned to computers on the internet to uniquely identify them within the global network. KHA collects and manages IP addresses as part of the service of providing internet session management and for security purposes.

When you use our website, enabling your cookies will allow us to maintain the continuity of your browsing session and remember your details when you return. We may also use web beacons, Flash local stored objects and JavaScript. If you adjust your browser settings to block, reject or delete these functions, the webpage may not function in an optimal manner. We may also collect information about your IP address, although this may not identify you.

### **Help us to ensure we hold accurate information**

KHA takes all reasonable precautions to ensure that the personal information it collects, uses and discloses is accurate, complete and up-to-date. However, the accuracy of that information depends to a large extent on the information you provide. That's why KHA recommends that you:

- let KHA know if there are any errors in your personal information; and
- keep KHA up-to-date with changes to your personal information such as your name or address.

### **Data security**

KHA maintains sophisticated data security systems, networks and procedures. In particular all databases maintained by KHA are protected by secure network links, which are complimented by password protection, virus protection and internal quality procedures. We do not use overseas providers of IT services including servers and cloud services.

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### **Sensitive and health related information**

KHA will apply particularly stringent procedures (including the provisions of the National Privacy Principles) to its collection, use, disclosure and handling of any personal information, which includes sensitive information (e.g. information concerning race, religion, political affiliations) or health information (e.g. information concerning an individual's medical condition). Where practicable, KHA will maintain the anonymity of an individual in a database of personal health information unless the identity of the individual is necessary to perform a lawful activity.

### **You can access your personal information**

You have a right to access your personal information, subject to some exceptions allowed by law. If you would like to do so, you will need to put your request in writing for security reasons, and either send it by mail to:

Privacy Officer, Kidney Health Australia, PO Box 9993, Melbourne Vic 3001

KHA reserves the right to charge a fee for searching for and providing access to your information.

Although no fee will be charged for accessing your personal information or making a correction, KHA may charge a fee to retrieve and copy any material.

### **How long will KHA keep your information?**

Under our destruction and de-identification policies, your personal information that is no longer required will be de-identified or destroyed. In many circumstances, however it will be kept for alumni and marketing purposes as you will have consented to that in writing with us.

### **How to make a privacy complaint**

If you have any concerns, complaints or you think there has been a breach of privacy, then also please contact our Communications Manager, who will first deal with you usually over the phone. If we then have not dealt satisfactorily with your concerns we will meet with you to discuss further.

If you are not satisfied with our response to your complaint within 30 days from this meeting then you can refer your complaint to the Office of the Australian Information Commissioner via:

- call the OAIC on 1300 363 992
- [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)
- If you have a hearing or speech impairment, use the National Relay Service <http://relayservice.com.au>
- <https://forms.business.gov.au/aba/oaic/privacy-complaint/>

### **How to contact us**

If you have any questions in relation to privacy, please contact Kidney Health Australia on 1800 454 363 between 9am and 5pm, Monday to Friday (excluding National Australian Public Holidays).

KHA Privacy Statement – updated 19 June 2014

Kidney Health Australia ABN 37 008 464 426