

# Privacy Policy



*Pip Media is an Australian owned and operated independent publisher that is committed to quality journalism that encourages debate about the environment, sustainability, community resilience and how best to live into the future, and broaches issues of local and public significance particularly relating to the environment and community connection.*

## OUR PRIVACY COMMITMENT

When you purchase our products, access and use our website or attend events with us, this indicates **you accept this policy and, in doing so, consent to the collection, use and distribution of information as described below.**

Please read this policy carefully as it describes the way in which Pip Media collects and handles your personal information. We may update or revise this policy from time to time. If we elect to update or revise this policy, we will post the date on which that revision takes effect at the end of this policy.

We manage any personal information that we collect in compliance with the Privacy Act 1988 (Cth), which includes the Australian Privacy Principles, and other Australian privacy laws (together, “Privacy Laws”). Whilst Pip Magazine is not a “constituent member” of the Australian Press Council (APC), we also ensure any personal information we collect in the course of our journalistic activities is managed in accordance with the APC Statement of Privacy Principles.

Pip Media is committed to ensuring that the privacy of our community is protected. This Policy Explains:

OUR PRIVACY COMMITMENT	1
HOW WE COLLECT PERSONAL INFORMATION	2
The use of cookies and web beacons through our websites and apps	2
Third party websites	3
THE TYPES OF PERSONAL INFORMATION DO WE COLLECT	3
WHY DO WE COLLECT AND USE YOUR PERSONAL INFORMATION?	4
Registration for magazine subscriptions	4
Sales Promotions, Competitions, Surveys and registration to attend our events	4
Our mobile app	4
Registration for our newsletters, online communities and/or loyalty clubs	4
Employment or internship	5
Direct Marketing and Research	5
WHO DO WE DISCLOSE YOUR PERSONAL INFORMATION TO?	5
HOW IS YOUR PERSONAL INFORMATION SECURED?	6
ACCESS TO AND CORRECTION OF PERSONAL INFORMATION	6
HOW TO MAKE A COMPLAINT	6
CONTACT DETAILS	6

## **HOW WE COLLECT PERSONAL INFORMATION**

Pip Media collects your personal information directly from you through your:

- communications with us such as letters, telephone calls, text messaging and emails regarding services and products;
- visiting our website;
- registration when you purchase a product, magazine or digital subscription;
- entry into promotions or competitions;
- answers to surveys;
- signing up to newsletters and other notifications;
- registration to attend events;
- provision of express permission when accessing the applications of social media accounts;
- application for an internship or employment with us;
- registration for our loyalty clubs;
- Supply goods or services to us; and
- download and use of our digital publications and mobile applications (“apps”).

### **The use of cookies and web beacons through our websites and apps**

When you visit our website, Cookies, are used to make your online experience easier by saving browsing information and allow us to identify movements around our site using an anonymous unique identifier. The only personal information a cookie can contain is information you supply yourself.

Information may be collected when you access our websites or apps, such as the time and specific web page or app you visited. Most web browsers are automatically set to accept cookies. If you do not wish to receive any cookies you may set your browser to refuse cookies. However, this will mean you will not be able to take full advantage of our website or app.

We, and our service providers, use the information collected from cookies for a number of reasons:

- for statistical purposes in order to track how many users we have and how often they visit our website or apps;
- to provide statistical data, ratings and other information for industry and other public reporting;
- to provide you with a more personalised, convenient and interactive experience on our website or app;
- to track who has viewed an advertisement or clicked-through an advertisement; and
- to provide you with a more targeted advertising experience both on and off our websites or apps, allowing us to impose restrictions where appropriate and monitor how successful an article or advertisement has been.

We sometimes use services, including Google, Adobe and Facebook, in activities such as analytics and online behavioural advertising, to provide you with more relevant messages. You can find more information on these services and choose to opt-out from services of your choice by using this website <http://optout.networkadvertising.org>. You will still see advertising after opting out, however it won't be tailored to your likely interests. Opt-outs only apply to online behavioural advertising and do not apply to other technologies such as email and social advertising.

### **Third party websites**

When you click on advertisements or links on any of our websites or through our apps, you may be redirected to a third-party website. The linked websites are not under our control and we are not responsible for the conduct of companies linked to our websites or apps. We recommend that, before disclosing your personal information to a website to which you were redirected from an advertisement, you read that website's privacy policy and terms of use/service.

In some circumstances, however, we may also collect your personal information from third parties or public agencies where it is unreasonable or impracticable for us to collect the personal information directly from you. For example, if you subscribe to one of our magazines through a third party that is authorised to take subscriptions for us, we will collect your personal information from that third party. If we have difficulty in delivering a magazine to you, we may make enquiries in an effort to locate your address or correct any error in our recorded address details for you.

In some circumstances, we may provide you access to our online communities through the option of a third-party platform sign on (including but not limited to, social sign ons). In this instance we will be accessing and collecting the personal information which you have authorised the third-party platform to pass on to us. Where we collect personal information from third parties, we will ensure that the collection is conducted in a fair and lawful manner and the information is reasonably necessary for our functions or activities.

### **THE TYPES OF PERSONAL INFORMATION DO WE COLLECT**

The personal information we collect varies depending upon the purpose of the collection and the product or service we are providing you. Generally, we collect and hold the following types of personal information:

- contact and delivery details;
- IP Address, device and web browser, location;
- date and time of access and/or purchase
- your gender;
- referral information;
- account information (email address, credit card issuer, billing address details);
- other information you may make publicly available online (including but not limited to on social media platforms);
- transaction details, if you make a purchase with us or choose to store details in your online profile;
- any other personal information which may be required in order to facilitate and where possible improve your dealings with us. However, for certain purposes, such as where you apply for employment with us, we will collect additional personal information such as your employment history, educational history and employment references.

We may from time to time collect information that would be sensitive personal information about you with your consent where the collection is related to provision of a service or other benefit to you. For example, through a response to a reader survey or through your posts or comments on our website. We may collect information from you about particular lifestyle concerns or other sensitive information with your consent, in order to provide you with offers or promotions related to your concerns or status.

In the event that we are required to collect sensitive personal information, we will notify you of this at the point of collection and obtain your consent to collect and hold this sensitive personal information.

If you provide us with sensitive information on an unsolicited basis, we assess whether such information is reasonably necessary for one or more of our functions or activities. The unsolicited sensitive information you disclose to us may be used and disclosed for the purpose for which you provided such information or, where you would reasonably expect us to, we may use the information for a directly related secondary purpose. We may also disclose or use the information for other purposes with your consent or if required to by law.

## **WHY DO WE COLLECT AND USE YOUR PERSONAL INFORMATION?**

We will collect your personal information if it is reasonably necessary for the performance of our business activities and functions, which includes providing a range of products and services to you, some of which are listed below.

### **Registration for magazine subscriptions**

We collect personal information from individuals who purchase products or subscribe to the magazine we publish in order to process their payments, fulfill their order and to confirm whether they would like to receive promotional materials in the future.

We will also seek your consent to send to you promotional material and special offers. Where you have a subscription for our magazine then we will also send you renewal notices and the magazine's regular newsletter as well as promotional material.

### **Sales Promotions, Competitions, Surveys and registration to attend our events**

We collect personal information when you respond to one of our promotions, competitions or surveys or when you register to attend an event in order to inform you if you have won a prize, to place you on a guest-list to the event and to help us better understand what products and services you would like to receive information about in the future.

### **Our mobile app**

We, or a service provider, may collect information through our app to assist us in understanding how you use our apps, how the apps are performing across different handsets and to assist us in the selection of advertisements for groups of individuals. Our access to this information, is as you have agreed to with the respective app store from which you download our app.

### **Registration for our newsletters, online communities and/or loyalty clubs**

We collect personal information when you sign up to register for our newsletters or join one of our online communities or loyalty clubs. By providing this personal information we are able to keep you updated on special offers and events that you may be interested in and to reward your commitment to the brand.

## **Employment or internship**

We collect personal information from applicants who are seeking employment or an internship with us as part of the recruitment process. In circumstances where you do not provide the mandatory personal information, we will be unable to consider you for a position with us.

## **Direct Marketing and Research**

As set out above, we may use personal information about you for marketing and research purposes. However, you can manage your communication preferences with us in a number of ways, eg if you are an online customer, you will be provided options to manage your own online profile; you may also contact our Privacy Officer. In addition, the marketing communications that we send to you will also contain information on how to unsubscribe from those communications.

You can also tell us at any time if you do not want us to disclose your details to other organisations such as our related companies or third parties for marketing purposes. To do this, you just need to contact our Privacy Officer.

Sometimes we extract information from our collected records to produce aggregated data. This aggregated data does not identify individuals. We use the aggregated data for research purposes, product development and may share the data with third parties.

## **WHO DO WE DISCLOSE YOUR PERSONAL INFORMATION TO?**

As part of providing our products and services to you we may be required to disclose your personal information to third party organisations such as:

- regulatory and other government agencies as required by Australia law;
- our legal, accounting, financial or other professional advisers;
- organisations who are sponsoring or otherwise involved with or participating in a promotion, offer, competition or survey;
- other companies or individuals we engage to perform functions on our behalf, such as mailing a subscription, processing credit card information, mailing information or prizes, data analysis, research and advertising, IT support services; and
- with your specific and prior consent, to other companies or individuals for the purposes you have consented to.

We disclose your personal information offshore to service providers and agents. Pip Media will not transfer personal information overseas unless:

- We check the overseas organisation has met certain requirements and can be enforced, so we continue to meet the requirements of this privacy policy; or
- The transfer is necessary for the performance of the services between you and us in which case your consent is deemed to be given.

The countries and regions your personal information will be disclosed to include the USA and Europe. We ensure that any organisation which we disclose your personal information to is subject to appropriate contractual obligations to safeguard and protect your personal information and comply with all Privacy Laws.

## **HOW IS YOUR PERSONAL INFORMATION SECURED?**

We understand that the security of your personal information is important. As such, we take all reasonable steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure. We undertake regular training of relevant staff to ensure that they are aware of our privacy commitments and our obligations in the collection, use and disclosure of personal information. Our staff is also required to sign in and use a password when accessing our secure systems.

The Internet is not secure and personal information you send to us via the Internet is done so at your own risk, so always be conscious of this.

## **ACCESS TO AND CORRECTION OF PERSONAL INFORMATION**

You may request a copy of the personal information we hold about you by submitting a written request to [hello@pipmagazine.com.au](mailto:hello@pipmagazine.com.au). You will be required to verify your identity and please provide us with as much detail as you can about the particular information you wish to access or correct, in order to help us retrieve it. We may refuse to give access to your information and will give written reasons if we refuse access.

In certain circumstances where you have a sign in to your customer details and/or you can access your own personal information via your membership you will be required to follow prompts to access, correct or update your personal information. If this option is available to you directly, we will clearly mark it for ease of access.

We take reasonable steps to make sure that the personal information we collect is accurate, complete and up-to-date including updating personal information when we are advised by you that your personal information has changed.

## **HOW TO MAKE A COMPLAINT**

If you wish to make a complaint about the way in which we handle your personal information, please contact the Privacy Officer using the contact details set out below. We undertake to acknowledge and investigate any complaint promptly and will respond to written complaints within a reasonable time from the date of receipt. If you are dissatisfied with our response, you may refer the matter to the Australian Information (Privacy) Commissioner (see [www.oaic.gov.au](http://www.oaic.gov.au)). If you are dissatisfied with our response in relation to the way in which we handle your personal information in the course of our journalistic activities, you may refer the matter to the Australian Press Council (see [www.presscouncil.org.au](http://www.presscouncil.org.au)).

## **CONTACT DETAILS**

If you have any questions or comments on Pip Media's privacy policy, if you wish to update the personal information, we hold on you or make a complaint, please write to:  
Privacy Officer, Pip Magazine PO Box 172, Pambula, NSW 2549

Alternatively, you can send an email to [hello@pipmagazine.com.au](mailto:hello@pipmagazine.com.au).  
Privacy policy last updated on 1 July 2020.