

# **ALLIANCE FRANÇAISE DE MELBOURNE**

## **Privacy Policy**

### **Navigation of Data and Collection of Information**

The Alliance Française de Melbourne will collect personal information by only lawful and fair means. We will collect personal information if you input any personal information into our website. You can browse our website without disclosing personal information. Browsing any website – including the Alliance Française de Melbourne website – generates a trail of pages visited and the time apparently spent displaying each page.

We will collect personal information if you input any personal information into the Level Assessment Request Form via Facebook, or via contact made through Facebook Messenger with the Alliance Française de Melbourne Facebook page.

Our website service provider automatically receives and records information on their server logs from your browser, including your IP address and cookie information. This enables us to tell when you use the website and also to help customise your experience on the website. We use cookies when you log on to our website to maintain that log in and to enable online ordering.

No attempt will be made to identify users or their browsing activities except in the unlikely event of an investigation, where a law enforcement agency may exercise a warrant to inspect the service provider's logs.

### **E-Commerce Website**

Customer service is fundamental to our business. As part of this service we may use your personal information to offer you products and services that may benefit you. As part of the registration process a customer may elect not to receive any marketing material. Customer details and delivery addresses are collected for the purposes of supplying goods to customers and providing after-sales service.

The Alliance Française de Melbourne e-commerce website uses Secure Socket Layer technology. Users Credit card details are stored by an external payment gateway provider. No credit card details are captured or stored by the Alliance Française de Melbourne e-commerce site.

### **User Feedback**

We seek feedback from our users in order to improve the service offered by the site. Answering feedback questions is voluntary and does not in any way affect your access to the Alliance Française de Melbourne website. Feedback should be made via the Feedback page.

Users may provide personal details for the purpose of receiving a reply to their feedback. This information will only be used for the purpose for which it was provided. We will add your email address or name to our mailing list.

The Alliance Française de Melbourne may publish aggregated information about feedback on the websites, to the extent that it does not identify or cannot be used to identify individual users.

## **Email Newsletters**

The Alliance Française de Melbourne uses its email newsletters to notify subscribers of events or opportunities. Your details will only be known to the Alliance Française de Melbourne staff and will be disclosed to a third party only in circumstances in which such disclosure is legally authorised, such as in the investigation of a criminal offence.

## **Data Storage and Disclosure**

The information collected is stored in an appropriately secure format and held by the website service provider of the Alliance Française de Melbourne for archival purposes. When the information is no longer required for the purposes for which it was collected it is deleted.

The data is used by the Alliance Française de Melbourne website software, and by staff involved in the Alliance Française de Melbourne operations, only for:

- website and system administration, including monitoring to prevent security breaches;
- customisation of the website to user needs;
- evaluation, research and development; and
- advertising campaigns: we use Google Adwords and remarketing campaigns to promote our activity if you have visited our website or if you have clicked on one of our google ads. We use Facebook campaigns, Facebook conversion tracking and conversion pixel to promote our activity to people who “liked” our Facebook page. You may see our ads on third-party vendors, including Google, Facebook or other websites hosting google ads across the internet. Cookies are used to store details from your past visits to our website. You can opt out of Google's use of cookies by visiting Google's Ads Settings. If you don't want to see a specific ad on Facebook, you can click the x on the top right corner of the ad and choose I don't want to see this. Though you can't block Facebook ads entirely. Alternatively, you can opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page.

Subscribers, members, customers and employees have the right to access and modify their personal information stored by Alliance Française de Melbourne, by sending a written request to:

Alliance Française de Melbourne  
PO Box 2042, ST KILDA WEST  
VICTORIA 3182 AUSTRALIA  
E-mail: [info@afmelbourne.com.au](mailto:info@afmelbourne.com.au)

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