

# AFM Privacy Policy

## Introduction

Alliance Française de Melbourne (**AFM**) is committed to providing quality services and safeguarding your personal information. This Privacy Policy explains our ongoing obligations regarding the collection, storage, use, and management of personal information.

This Privacy Policy applies to personal information we handle about:

- our members and students;
- visitors to our website and social media platforms (**Online Services**);
- visitors to our premises; and
- members of the public who interact with us.

## Consent

By using our services (including Online Services), you agree to this Privacy Policy and consent to the collection and use of your information as described. AFM may update this policy from time to time without notice. Please check this page regularly for changes.

## What Information Do We Collect?

We may collect the following information from you:

- your name and contact details, such as your physical address, email address and phone number;
- your purchase history;
- a photograph or video surveillance recording of you if you are physically present in our premises;
- information required to verify your identity;
- your company name (if applicable);
- account preferences, activity details and interactions (including statistics on page views and clicks), transaction details (such as payment method);
- information relating to your participation in our classes and events;
- statistics about visits to our websites such as domain name and the time and date our website was accessed;
- gender and birth date; and
- any other information you may provide to us from time to time.

## Sensitive Information

We will not collect sensitive information about you unless we have your consent and the information is reasonably necessary for one of our functions or activities (unless we are otherwise required or authorised by law to collect that information). Examples of sensitive information include information about your health, race and ethnic origin.

## **How Do We Collect Personal Information?**

Collection of your personal information can occur through the following interactions:

- when you sign up to a class, AFM membership or a newsletter;
- when you visit our premises;
- when you make a purchase, submit an order or register for a class or event (by phone, in person or electronically);
- when you use any of our services including when you access and use our website or interact with us via social media or digital media;
- when you create an online student or AFM member account;
- when you communicate with us directly (including in person, via telephone and social media channels such as Facebook and Instagram);
- if you attend one of our classes;
- if you attend one of our functions or events;
- any other time where you may supply personal information to us from time to time.

We may also collect personal information about you from third parties including:

- third party service providers who provide services or functions on our behalf, such as IT service providers, delivery service providers, our insurers and brokers, and marketing agencies; and
- third party sources and platforms, such as public sources, social networking sites, information service providers and third party analytics providers to whom you have provided your personal information.

## **Why Do We Collect Personal Information?**

We collect your personal information for purposes necessary to sell and promote our services to you. In addition, we collect your personal information so that we can carry out the following actions:

- to provide our services to you;
- to carry out quality control and research (including via customer satisfaction surveys), analysis and tracking;
- to communicate with you, including about services and events which might interest you;
- to operate our AFM membership program;
- to answer your questions and provide you with information or advice;
- to interact with you via social media and digital marketing;
- to create orders, transaction records, agreements for the sale of services, accounts, tax invoices or receipts;
- to carry out administration, marketing, planning, procurement, product and service development,
- fraud and loss prevention activities;
- to consider and respond to complaints made by you;

- to comply with laws or regulations or to comply with any directions given by regulators or authorities.

We may also collect data about you on an aggregate and anonymous basis in order to help us improve the functionality of our website and tailor the way we communicate with you.

### **Consequences of Not Providing Personal Information**

If you choose not to provide certain personal information, we may be unable to provide you with some of our services, including enrolment in classes, membership, access to events, or the processing of payments and transactions.

### **Cookies, Analytics, and Remarketing**

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 our websites and also to help customise your experience on the website.

We use “cookies” when you log on to our websites to maintain that log in and to enable online ordering. A cookie is a small software message sent to your web browser by our web server. Your browser stores the message in a file and the message is then sent back to our servers each time your browser requests a page from our servers.

We use cookies to gain statistics on which areas of our sites attract traffic. We also use cookies to improve your experience of our websites. For example, cookies allow us to recognise whether or not you are returning to our websites. In addition, we make use of third parties who use cookies to serve ads based on past visits to our website. This may allow us to alert you to offers which we think you might be interested in viewing.

Most internet browsers are set up to accept cookies. If you do not wish to receive cookies, you will need to adjust the settings of your browser to refuse all cookies or to notify you each time a cookie is sent to your computer. Please note that some of our Online Services will not function if your browser does not accept cookies. By using our Online Services, you consent to the use of cookies.

We use Google Ads to promote our services to individuals who have previously visited our website or interacted with our Google advertisements. We also run campaigns on Meta platforms, including Facebook and Instagram, and use Meta conversion tracking and pixels. As a result, you may see our advertisements on third-party platforms such as Google, Facebook, Instagram, or other websites and digital channels.

To deliver these ads, cookies and similar technologies are used to store information about your prior visits to our website. You can manage your preferences in several ways. To opt out of Google’s use of cookies for personalised advertising, visit Google Ads Settings or My Ad Center. If you prefer not to see a specific ad on Facebook, click the “x” or the three-dot menu in the top right corner of the ad and select “Hide ad” or “I don’t want to see this.” You can also adjust broader ad preferences in your Facebook settings under Ad Preferences, noting that Facebook ads cannot be completely blocked. To opt out of interest-based advertising from other third-party vendors, visit the Network Advertising Initiative opt-out page.

## **Promotional Communications**

We may use your information to send updates about services or promotional partners. If you prefer not to receive these, click “**unsubscribe**” or “**update your preferences**” at the bottom of any of our communications.

## **E-Commerce Website**

Customer service is central to our business. We may use your information to offer products and services that benefit you. As part of the registration process you may elect not to receive any marketing material.

Our website uses Secure Socket Layer (**SSL**) technology. Credit card details are stored securely by an external payment gateway provider. AFM does not capture or store credit card details.

## **Do We Share Personal Information with Third Parties?**

We may disclose information we hold to any of the following:

- our directors, officers, employees and other entities within our corporate group.
- third party service providers or contractors who provide services or functions on our behalf such as internet service providers, IT systems administrators, couriers and payment processes.
- third party platforms and services who process sales, store and analyse data and information, provide web support, send marketing messages, deliver products or information. These services are hosted and managed by organisations other than ourselves.
- our business advisors, including lawyers, accountants or other professional service providers, to the extent reasonably required;
- if required by law, to any person authorised by such law. This may include the police service, ambulance service, or government departments or regulators; and
- for any other purpose permitted by law.

We will not sell or trade your personal information to third parties for marketing purposes.

## **Third-Party Websites**

When you click on links and banners on our sites that take you to third-party websites, you will be subject to that third-party's privacy policies. We are not responsible for the privacy or security practices of those third party websites.

## **Overseas Disclosure of Personal Information**

We use reputable third-party service providers to support our services, including providers such as Google and Meta. These providers may store or process personal information on servers located outside Australia. Where this occurs, the handling of your personal information is subject to the provider's standard terms and privacy policies.

Before disclosing personal information overseas, we take reasonable steps to ensure that the overseas recipient complies with the Australian Privacy Principles or is otherwise subject to privacy protections

that are substantially similar. However, in some cases, we may not be able to verify or guarantee the privacy practices of all overseas recipients. By using our services, you acknowledge that overseas recipients may not be subject to Australian privacy laws and that we may not be able to ensure they comply with those laws.

## **Security of Personal Information**

Your personal information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure. We also take measures in respect of destroying or de-identifying personal information that is no longer needed for any lawful purpose.

## **Access and Correction of Personal Information**

You may access the personal information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your personal information, please contact us in writing.

In order to protect your personal information we may require identification from you before releasing the requested information.

We will try to ensure that all information we collect, use or disclose about you in accordance with this Privacy Policy is accurate, complete and up-to-date. We expect that you will promptly notify us of any changes to your personal information.

If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

## **Privacy Complaints**

If you believe that we have breached this Privacy Policy or Australian privacy laws, you may lodge a complaint with us by contacting us using the details set out below.

We will investigate your complaint and respond to you within a reasonable period. If you are not satisfied with our response, you may make a complaint to the Office of the Australian Information Commissioner (**OAIC**) at [www.oaic.gov.au](http://www.oaic.gov.au).

## **Contact Us**

If you have any queries about our Privacy Policy or would like to access or update your personal information, please contact us at:

### **Alliance Française de Melbourne**

Level 4, 140 Bourke Street, Melbourne VIC 3000

Email: [info@afmelbourne.com.au](mailto:info@afmelbourne.com.au)