

SEED INITIATIVES LIMITED

PRIVACY POLICY

Drafted by	John Beckett	Version	V2
Responsible person	John Beckett	Approved by Board on	7 April 2021
		Scheduled review date	February 2024

BACKGROUND

In this Privacy Policy, 'us' 'we' or 'our' means Seed Initiatives Limited (ACN 604 404 051).

We are committed to respecting your privacy. Our Privacy Policy sets out how we collect, use, store and disclose your personal information.

By providing personal information to us, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other arrangements that apply between us. We may change our Privacy Policy from time to time by publishing changes to it on our website. We encourage you to check our website periodically to ensure that you are aware of our current Privacy Policy.

Personal information includes information or an opinion about an individual that is reasonably identifiable. For example, this may include your name, age, gender, postcode and contact details. It may also include financial information, including your credit card information.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect the following types of personal information:

- name;
- mailing or street address;
- email address;
- telephone number and other contact details;
- age or date of birth;
- credit card information;
- your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- details of the products and services we have provided to you or that you have enquired about, including any additional information necessary to deliver those products and services and respond to your enquiries;
- any additional information relating to you that you provide to us directly through our website or indirectly through your use of our website or online presence or through other websites or accounts from which you permit us to collect information;
- information collected through the use of cookies on our website;
- information you provide to us through customer surveys; or
- any other personal information that may be required in order to facilitate your dealings with us.



We may collect these types of personal information either directly from you, or from third parties. We may collect this information when you:

- register on our website;
- communicate with us through correspondence, chats, email, or when you share information with us from other social applications, services or websites;
- interact with our sites, services or content; or
- donate to, or invest in, our business.

WHY DO WE COLLECT, USE AND DISCLOSE PERSONAL INFORMATION?

We may collect, hold, use and disclose your personal information for the following purposes:

- to process donations, commitments and sponsorships;
- to enable you to access and use our website and services;
- to operate, protect, improve and optimise our website and services, business and our users' experience, such as to perform analytics, conduct research and for advertising and marketing;
- to respond to your comments and questions;
- to send you service, support and administrative messages, reminders, updates, security alerts, and information requested by you;
- to send you marketing and promotional messages and other information that may be of interest to you;
- to administer surveys, contests, or other promotional activities or events sponsored or managed by us or our business partners;
- to comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties;
- for internal reporting purposes; and
- to consider your employment application.

TO WHOM DO WE DISCLOSE YOUR PERSONAL INFORMATION?

We may disclose personal information for the purposes described in this privacy policy to:

- our employees and related bodies corporate;
- third party suppliers and service providers (including mailing houses, providers for the operation of our websites and/or our business or in connection with providing our products and services to you);
- professional advisers, dealers and agents;
- payment systems operators (eg merchants receiving card payments, including our current provider Stripe);
- our existing or potential agents, business partners or partners;
- anyone to whom our assets or businesses (or any part of them) are transferred;
- specific third parties authorised by you to receive information held by us; and/or
- other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.

DISCLOSURE OF PERSONAL INFORMATION OUTSIDE AUSTRALIA

We may disclose personal information outside of Australia to third party suppliers and cloud providers, including providers located outside of Australia.

When you provide your personal information to us, you consent to the disclosure of your information outside of Australia and acknowledge that we are not required to ensure that overseas recipients handle that personal information in compliance with Australian Privacy Law. We will, however, take reasonable steps to ensure that any overseas recipient will deal with such personal information in a way that is consistent with the Australian Privacy Principles.

USING OUR WEBSITE AND COOKIES

We may collect personal information about you when you use and access our website.

While we do not use browsing information to identify you personally, we may record certain information about your use of our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer.

We use Google Analytics to help understand use of our website. Our website is hosted on Wordpress. These services collect information sent by your browser as part of a web page request, including cookies and your IP address. They may send one or more cookies - a small text file containing a string of alphanumeric characters - to your computer that uniquely identifies your browser, allowing them to enhance your navigation of seed.org.au and to tell us how you use our website. A cookie does not collect personal information about you. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of our website may not function properly if the ability to accept cookies is disabled. The use of any data collected is governed by this Privacy Policy and the respective privacy policies of these services. To view Wordpress' Privacy Policy, view it here: <https://en-au.wordpress.org/about/privacy/>.

We use Microsoft Dynamics 365 to organise our community of members, supporters and prospects. You can read more about Microsoft's privacy features at <https://www.microsoft.com/>. We also use Mailchimp to communicate to our community. Their privacy policy can be found here: <https://mailchimp.com/>.

We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

SECURITY

We may hold your personal information in either electronic or hard copy form. We take reasonable steps to protect your personal information from misuse, interference and loss, as well as unauthorised access, modification or disclosure and we use a number of physical,



administrative, personnel and technical measures to protect your personal information. However, we cannot guarantee the security of your personal information.

CHILDREN'S PRIVACY

Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register for accounts with us. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us using the details below.

LINKS

Our website may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ substantially from our Privacy Policy, so we encourage individuals to read them before using those websites.

ACCESSING OR CORRECTING YOUR PERSONAL INFORMATION

You can access the personal information we hold about you by contacting us using the information below. Sometimes, we may not be able to provide you with access to all of your personal information and, where this is the case, we will tell you why. We may also need to verify your identity when you request your personal information.

If you think that any personal information we hold about you is inaccurate, please contact us and we will take reasonable steps to ensure that it is corrected.

MAKING A COMPLAINT

If you think we have breached the Privacy Act, or you wish to make a complaint about the way we have handled your personal information, you can contact us using the details set out below. Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within a reasonable period of time. If you think that we have failed to resolve the complaint satisfactorily, we will provide you with information about the further steps you can take.

CONTACT US

For further information about our Privacy Policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the details set out below:

info@seed.org.au

65 Willoughby Rd Crows Nest, NSW 2065

AUTHORISATION

Signed:



Michelle Farrall, Board Chair

7 April 2021

Seed Initiatives Limited