

Privacy Policy

Effective Date: 29 April 2025

This Privacy Policy outlines how Golden Draw Weekly, operated by Tattersall's Sweeps Pty Ltd, collects, uses, discloses, and protects your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

Data Controller Identification

Tattersall's Sweeps Pty Ltd

ABN: 99 081 925 662

Address: Level 1, 411 Collins Street, Melbourne, Victoria 3000, Australia

Email: privacy@goldendrawweekly.com.au

We are the data controller responsible for the personal information collected through the Golden Draw Weekly platform.

Types of Personal Data Collected

We may collect the following types of personal information:

- **Identity and Contact Information:** Full name, date of birth, email address, phone number, and residential address.
- **Financial Information:** Payment details (e.g., credit card or bank account information) for purchasing entries or subscriptions.
- **Transaction Data:** Details of your participation in Golden Draw Weekly, including entry history and prize claims.
- **Technical Data:** IP address, browser type, device information, and usage data when you interact with our website or app.
- **Marketing Preferences:** Your choices regarding promotional communications or newsletters.
- **Other Information:** Any information you voluntarily provide, such as feedback or survey responses.

We collect this information directly from you when you register, purchase entries, or interact with our platform, or indirectly through automated technologies like cookies.

Purposes and Legal Basis of Processing

We process your personal information for the following purposes and legal bases under the Privacy Act 1988 and APPs:

Purpose	Legal Basis
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To register and manage your account	Necessary for the performance of a contract (APP 3)
To process payments and deliver prizes	Necessary for the performance of a contract (APP 3)
To verify your identity and ensure compliance with legal obligations (e.g., anti-money laundering)	Compliance with legal obligations (APP 3)
To provide customer support and respond to inquiries	Legitimate interests in ensuring customer satisfaction (APP 6)
To send marketing communications (with your consent)	Consent (APP 7)
To improve our platform, analyse usage, and enhance user experience	Legitimate interests in improving services (APP 6)
To prevent fraud and ensure platform security	Legitimate interests in protecting our business and users (APP 6)

We will only use your personal information for the purposes for which it was collected, unless we reasonably consider that we need to use it for another purpose compatible with the original purpose and permitted under the APPs.

Use of Cookies and Third-Party Services

We use cookies and similar technologies to enhance your experience, analyse usage, and deliver targeted advertisements. Cookies may collect technical data such as your IP address, browser type, and browsing behaviour.

Types of Cookies:

- **Essential Cookies:** Necessary for the platform to function (e.g., maintaining your session).
- **Analytics Cookies:** Track usage patterns to improve our services (e.g., Google Analytics).
- **Marketing Cookies:** Deliver personalised ads based on your preferences.

You can manage cookie preferences through your browser settings or our cookie consent tool. For more details, see our Cookie Policy on our website.

Third-Party Services: We may engage third-party providers (e.g., payment processors, analytics providers, or marketing platforms) who process personal information on our behalf. These providers are bound by contractual obligations to comply with the Privacy Act 1988 and APPs. Examples include:

- Payment gateways (e.g., Stripe, PayPal).
- Analytics tools (e.g., Google Analytics).

- Email marketing platforms (e.g., Mailchimp).

We ensure that any third-party service complies with APP 8 for cross-border data transfers (see below).

Data Retention, Access, and Deletion Rights

Retention: We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, comply with legal obligations, or resolve disputes.

For example:

- Account data is retained while your account is active and for 7 years thereafter to comply with tax and financial reporting obligations.
- Marketing data is retained until you unsubscribe or withdraw consent.
- Technical data (e.g., logs) is retained for up to 12 months.

Your Rights: Under the APPs, you have the following rights regarding your personal information:

- **Access:** Request access to the personal information we hold about you (APP 12).
- **Correction:** Request correction of inaccurate or incomplete information (APP 13).
- **Deletion:** Request deletion of your personal information, subject to legal retention obligations.
- **Objection:** Object to certain uses of your information, such as direct marketing (APP 7).
- **Anonymity and Pseudonymity:** Where practicable, interact with us anonymously or using a pseudonym (APP 2).

To exercise these rights, contact us at privacy@goldendrawweekly.com.au. We will respond within a reasonable period, typically within 30 days, as required by APP 12. If you are dissatisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

Data Protection Measures

We implement robust measures to protect your personal information, including:

- **Encryption:** Use of Secure Socket Layer (SSL) technology to encrypt data transmitted between your device and our servers.
- **Access Controls:** Limiting internal access to personal information to authorised personnel with a legitimate need.
- **Secure Storage:** Storing data on servers with industry-standard encryption and firewalls.

- **Regular Audits:** Conducting security assessments to identify and address vulnerabilities.
- **Staff Training:** Training employees on privacy obligations and data handling practices.

We comply with APP 11 to take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification, or disclosure.

Cross-Border Transfers (APP 8 Compliance)

Your personal information may be transferred to or processed in countries outside Australia (e.g., for cloud storage or third-party services). Before disclosing personal information overseas, we take reasonable steps to ensure the recipient complies with the APPs or is subject to a law or binding scheme substantially similar to the APPs, as required by APP 8. For example:

- We use cloud service providers with data centres in the United States, subject to contractual safeguards.
- We ensure third-party processors (e.g., payment gateways) comply with APP-equivalent standards.

You may contact us for details about the countries where your data may be transferred and the safeguards in place.

Children's Privacy

Golden Draw Weekly is not intended for individuals under 18 years of age. We do not knowingly collect personal information from children under 18. If we become aware that a child under 18 has provided personal information, we will take steps to delete it in accordance with APP 11. If you believe a child has provided us with their information, please contact us at privacy@goldendrawweekly.com.au.

Contact Details for Privacy Requests

For questions, concerns, or to exercise your privacy rights, please contact our Privacy Officer:

Email: privacy@goldendrawweekly.com.au

Post: Privacy Officer, Tattersall's Sweeps Pty Ltd, Level 1, 411 Collins Street, Melbourne, Victoria 3000, Australia

Phone: 1300 555 123 (business hours, AEST)

We aim to respond to all requests within 30 days. If you are not satisfied with our response, you may contact the OAIC at www.oaic.gov.au.

Last Updated

This Privacy Policy was last updated on **29 April 2025**. We may update this policy from time to time to reflect changes in our practices or legal requirements. Any changes will be posted on our website, and we will notify you of significant updates via email or through the platform.

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