



## PRIVACY POLICY

Bluebird is committed to protecting your privacy and complying with the Privacy Act 1988 (Cth) (**Privacy Act**) and other relevant state laws in relation to the management of personal information.

This Privacy Policy describes our policies and procedures on the collection, holding, use and disclosure of your personal information and should be read together with our Terms and Conditions.

### **What is personal information?**

When used in this Policy, "personal information" has the meaning given in the Privacy Act. Generally, it means any information or an opinion that could be used to identify you, whether it is true or not, and whether it is recorded in a material form or not.

This policy also refers to "sensitive information", which is a subset of personal information. Sensitive information includes information or an opinion about your:

- racial or ethnic origin;
- political opinions;
- religious beliefs or affiliations;
- philosophical beliefs;
- sexual orientation;
- criminal record;
- health information; or
- genetic information.

### **How do we collect personal information?**

We may collect your personal information if you:

- deal with us directly over the phone or via our support service;
- have contact with us in person;
- participate in public or closed surveys, questionnaires or conference events;
- register for face-to-face or digital events (such as webinars);
- donated to another organisation and have consented to receiving information from like-minded organisations such as Bluebird; and
- apply for a position with us (either as an employee, or as a volunteer or as a contractor).

This collection may be required to allow you to:



- register as a Bluebird member;
- join our website or become a registered user;
- make a donation;
- receive information from us including alerts via email or SMS communications;
- apply to hold a fundraising event;
- register as a volunteer;
- register as a Bluebird Ambassador or Speaker;
- download or order resources;
- access services for your educational institution or organisation;
- receive information about or become involved in our programs, campaigns or other initiatives;
- use our mobile application; and
- work with us.

#### **Information that we collect from your use of our websites and apps**

When you use our website or application, we may collect personal information about you in the following general categories:

- **Location information:** if you permit a website or an app to access location services through the permission system in your mobile device, we may collect the precise location of your device.
- **Transaction information:** we collect your details when you fill in a form, including your name and address and other personal data.
- **Usage and preferences:** we collect information about how you interact with our websites and apps, including the pages you visit, your preferences and settings that you choose. We may do this through the use of cookies and other similar technologies that uniquely identify you.
- **Device information:** we may collect information about your device such as the hardware model, operating system, preferred language, unique device identifier and mobile network.
- **Other information:** we may also collect and log information such as your IP address, access dates and times, browser type and pages visited when you interact with our websites and apps.



### **What personal information do we collect?**

We collect the personal information which you provide to us. This may include but is not limited to your name, address, age or date of birth, telephone number, organisation, email address, communication preferences, education, or the amount you have donated.

In some cases, but only with your consent, we may also collect sensitive information about you, such as your medical history.

If you order certain resources, or make a donation to us, you may also provide credit card details and other information which will allow us to process your request and make the transaction.

We may also request:

- your preferences for receiving further information about our programs, campaigns or activities;
- additional types of personal information such as title, department name, company information or marketing spend; and
- demographic information and unique identifiers in order to provide you with a more personalised experience or to verify your passwords.

The choice of how much information you provide to us is yours, but if you want to register as a member of, or have a user account on our website, order or download digital resources, make a donation, or otherwise participate in our programs and events, we require certain information from you in order to provide those services.

Where possible, you have the option of interacting with us anonymously (for example, as a visitor of the website) or using a pseudonym if you feel more comfortable dealing with us that way. For example, if you contact us by telephone with a general question we will not ask for your full name unless we need it to answer your question.

Wherever possible, we will try to collect personal information from you directly, rather than from another person or source, unless it is unreasonable or impractical to do so. If we do collect information about you from another source, we will notify you.

### **How does Bluebird use your personal information?**

The personal information you provide to us may be used by us for the following purposes:

- to respond to 'Contact Us' form enquiries on our website;
- to enable Bluebird's medical professionals to contact you;
- to allow you to obtain access to our mobile application and website;



- to provide you with the information you have requested;
- to involve you in programs, campaigns, research, activities or other initiatives undertaken by Bluebird;
- to show your name and the amount of any donation or sponsorship you may make on our website (unless you choose a private or anonymous donation);
- for the marketing and research purposes of Bluebird, its contractors or service providers;
- for internal administrative purposes;
- to update our records and keep your contact details up to date;
- for research, advice and information, including for bench-marking purposes;
- to send you emails about our programs, campaigns or activities if you have agreed to receive our emails (you will be provided with an opportunity in each email to decline to receive any further emails from us by unsubscribing – if you are a registered member of our website, you can also edit your communication preferences via your member account);
- to assess any application from you to work with us; and
- if you lodge a complaint or query with us, to process and respond to your complaint or query.

Regardless of where in the world you reside, Bluebird may transfer your data to Australia and process and store it there.

Other than for the purposes described above, we will not use your personal information without your prior consent.

### **Security of your personal information**

We take reasonable steps to ensure the security of all information we collect, including that the information is protected from misuse and loss and from unauthorised access, modification or disclosure. For example, your personal information is maintained in a secure environment, which can be accessed only by authorised personnel. However, no data transmission over the internet or information stored on servers accessible through the internet can be guaranteed to be fully secure.

In addition, we take reasonable steps to destroy or de-identify your personal information once we no longer need it or have been directly instructed by you to permanently remove or suppress your personal information.

### **Disclosure of personal information**

Personal information will only be disclosed to third parties in accordance with this Privacy Policy. Information may be provided to third parties where services relating to the purpose for which the personal information is collected are outsourced or you would reasonably



expect us to disclose it to a third party for a particular purpose. For example, we may disclose your personal information to:

- our medical professionals;
- our service providers that host our website servers and mobile application;
- marketing service providers;
- professional advisors (such as accountants, auditors and lawyers); and

We may also disclose your personal information if:

- you have consented to the disclosure;
- where disclosure is necessary to prevent injury to life or health; or
- it is required or authorised by or under an Australian law or a court/tribunal order.

We only disclose your sensitive information for the purposes for which you gave it to us or for a directly related purpose you would reasonably expect or if you agree. This may include giving your sensitive information to our medical professionals.

We do not directly disclose personal information to recipients located overseas.

### **Accessing and correcting personal information**

You may request access to your personal information collected by us, and ask that we correct that personal information. You can ask for access or correction by contacting us and we will usually respond within 30 days. If we refuse to give you access to, or correct, your personal information, we will notify you in writing setting out the reasons.

### **Notifiable Data Breaches Scheme**

In the event of any unauthorised access or unauthorised disclosure or loss of your personal information that is likely to result in serious harm to you, we will investigate and notify you and the Office of the Australian Information Commissioner in accordance with the Privacy Act.

### **Complaints about your privacy**

If you believe your privacy has been breached or you have a complaint about how we have handled your personal information, please contact us in writing. We will respond within a reasonable period (usually within 30 days).

If you are not satisfied with our response, then you may lodge a formal complaint with the Office of the Australian Information Commissioner (for more information, please see [www.oaic.gov.au](http://www.oaic.gov.au)).



### **Changes to this Privacy Policy**

This Privacy Policy may change from time to time. Any updated versions of this Privacy Policy will be posted on our website and will be effective from the date of posting.

### **Meanings**

References to "Bluebird", "we", "us" and "our" are references to Bluebird Mental Health Inc. (ABN 49 743 905 520).

### **How to contact us**

Email: [info@bluebird.org.au](mailto:info@bluebird.org.au)

Phone: 1800 199 008

This Policy was created in December 2019.