



Cowboys Rugby League Football Club Limited COWBOYS LEAGUES CLUB LTD.

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PRIVACY POLICY & PROCEDURE

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1. Purpose

This Privacy Policy applies to Cowboys Leagues Club Limited and its related bodies corporate, including Cowboys Rugby League Football Limited ("the Cowboys", "we", "our" or "us").

The Cowboys are bound by the *Privacy Act 1988* (Cth) as amended (including the Australian Privacy Principles) (**Privacy Act**). This Privacy Policy describes how we collect, use, disclose and otherwise handle your personal information.

Personal information means any information about an identified individual or an individual who is reasonably identifiable, whether the information is true or not and whether the information is recorded in a material form or not.

Unless the context otherwise requires, capitalised terms in this Privacy Policy have the meaning given to such terms in the National Rugby League's (NRL) Privacy Policy located at <https://www.nrl.com/privacy-policy>.

The Cowboys recognise the importance of your privacy and your rights in relation to your personal information and is committed to complying with applicable privacy laws (including the Privacy Act and GDPR).

2. Dealing with us anonymously or using a pseudonym

Depending on the nature of your transaction with us, wherever lawful and practicable, you have the option to remain anonymous or use a pseudonym when dealing with us.

However, in most cases, we will need to know some information about you in order to provide products, services or support to you. For example, if you contact us with a query, we need your contact information to respond to you. If you do not provide us with all relevant information, we may not be able to provide you with our products, services or support to you.

3. How we share your information as part of the rugby league exchange

This section only applies to the Cowboys Rugby League Football Limited as part of the Rugby League Exchange.

The Cowboys Rugby League Football Limited are always seeking to better understand our player and fan preferences including by analysing your personal information to understand trends and interests. The Cowboys have, in conjunction with the NRL, other Clubs, Queensland Rugby League (QRL), New South Wales Rugby League (NSWRL), Country League of New South Wales and selected third parties, established a data storage architecture and data sharing platform for processing personal information with this aim (Rugby League Exchange).

The NRL will be responsible for the maintenance and administration of the Rugby League Exchange. The Cowboys will share your personal information with the NRL as part of the Rugby League Exchange in order to facilitate analysis of fan behaviour and preferences to improve fan support, fan offerings, provide more targeted content and products and any other purposes described in the [NRL's Privacy Policy](#). We encourage you to read the [NRL's Privacy Policy](#) to understand how your personal information will be handled in relation to the Rugby League Exchange.

4. What kinds of personal information we collect

The types of personal information the Cowboys collect depends on our dealings with you, but may include (without limitation):

- a) your name, gender, date of birth, occupation, and contact details such as email, address and phone number;
- b) memberships, subscriptions and attendance history at the Cowboys matches (whether you have used your membership to purchase tickets, or as a casual ticket purchaser);
- c) purchasing preferences and payment information which we collect when you buy tickets, purchase merchandise and/or as part of competitions and promotions;
- d) your preferences regarding products and services (such as your favourite Cowboys players); and
- e) in the case of job applicants, your qualifications, education, training, work experience and skills.

We also use cookies, web beacons and other technologies on our website to collect information about your usage of our services. For instance, we may collect information about third party websites you visit to better understand your preferences and what types of products and services you may be interested in. Such information is usually aggregated and anonymous and ordinarily does not constitute personal information. To the extent that your identity is reasonably identifiable from such information, we will treat that information as personal information in accordance with this Privacy Policy. You can manage cookies in the settings of your browser or through social network website or app settings.

We also collect personal information provided to us:

- a) on business cards submitted to us through business card draws; and
- b) on survey forms and competition forms for surveys and competitions we run.

The Cowboys generally do not collect sensitive information such as health information. If we do, we will only do so if:

- a) you have expressly consented to the collection of such sensitive information;
- b) the Cowboys are specifically permitted to do so under the NRL Rules, including for health, medical and anti-doping testing purposes and investigation of disputes (whatever the nature of the dispute);
- c) the collection is required or authorised by law; or
- d) the collection is otherwise permitted under applicable privacy laws (including the Privacy Act and GDPR).