



**AFL Europe Ltd.**  
**Company Privacy Policy**

## **BACKGROUND**

AFL Europe is a registered company within the United Kingdom and acts as the European affiliate to the Australian Football League (AFL) in Melbourne, Australia. This privacy policy will explain how the organisation uses the personal data we collect from our database, and it remains within the UK and EU GDPR guidelines.

Last Updated: 19/05/2021

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## **1. What data do we collect?**

AFL Europe collects the following data:

- Personal identification information, including but not limited to:
  - Name
  - Email address
  - Phone number
  - Postal address
  - Country of residence
  - Club affiliation (AFL Europe Community Club)

## **2. How do we collect your data?**

You directly provide AFL Europe with most of the data we collect. We collect data and process data when you:

- i. Register online or place an order for any of our products or services
- ii. Voluntarily complete a customer survey or provide feedback on any of our message boards or via email
- iii. Use or view our website via your browser's cookies
- iv. Register for tournaments and events
- v. Register for Game Development programmes

AFL Europe may also receive your data indirectly from the following sources:

- Social Media Platforms
  - Facebook
  - Twitter
  - Instagram
  - TikTok

## **3. How will we use your data?**

AFL Europe collects your data so that we can:

- Process any order you make
- Manage interactions through any account you have

- Email you with special offers on other products that you have opted in for or agreed to receive
- Email you with relevant information regarding AFL programmes and events that you have opted in for or agreed to receive
- Improve and deliver better events, tournaments, and games for our members
- Grow the game of AFL across Europe

When AFL Europe processes your order, it may use the resulting information from, or send your data to, , credit reference agencies with the intent to prevent fraudulent purchases.

#### **4. How do we store your data?**

AFL Europe securely stores any physical data at the AFL Europe Headquarters which is registered and located at Level 3, Australia Centre, Melbourne Place, Strand, London, WC2B 4LG. Digital data is stored in the cloud through Microsoft SharePoint and is protected by Microsoft security regulations.

#### **5. Who manages your data?**

AFL Europe's General Manager will be responsible for managing all data that is received and stored.

#### **6. Marketing**

AFL Europe would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies. The current nominated partners are:

- AFL
- O'Neill's
- ANZUK
- PSS International Removals
- Palmers Relocations
- Fine Wine Partners
- The Down Under Centre
- Belushi's Bar & Restaurants
- St Christopher's Inn
- South Australian Government

You have the right at any time to stop AFL Europe from contacting you for marketing purposes or giving your data to other members of the AFL Europe community.

If you have agreed to receive marketing, you may always opt out at a later date.

If you no longer wish to be contacted for marketing purposes, please email [admin@afleurope.org](mailto:admin@afleurope.org)

## **7. What are your data protection rights?**

AFL Europe provide this information to make sure you are fully aware of your data protection rights. Every user is entitled to the following:

- i. The right to access – You have the right to request AFL Europe for copies of your personal data. We may charge you a small fee for this service.
- ii. The right to rectification – You have the right to request that AFL Europe correct any information you believe is inaccurate. You also have the right to request AFL Europe to update the information you believe is incomplete.
- iii. The right to erasure – You have the right to request that AFL Europe erase your personal data, under certain conditions.
- iv. The right to restrict processing – You have the right to request that AFL Europe restrict the processing of your personal data, under certain conditions.
- v. The right to object to processing – You have the right to object to AFL Europe processing of your personal data, under certain conditions.
- vi. The right to data portability – You have the right to request that AFL Europe transfer the data that we have collected to another organization, or directly to you, under certain conditions.
- vii. If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [admin@afleurope.org](mailto:admin@afleurope.org)

## **8. Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit [allaboutcookies.org](http://allaboutcookies.org)

## **9. Cookie use**

AFL Europe uses cookies to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website.

## **10. What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

- **Functionality** – AFL Europe uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used
- **Advertising** – AFL Europe uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. AFL Europe sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

## **11. How to manage cookies**

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## **12. Privacy policies of other websites**

The AFL Europe website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **13. Changes to our privacy policy**

AFL Europe keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 19/05/2021.

## **14. How to contact us**

If you have any questions about AFL Europe's privacy policy, the data we hold on you, or you would like to exercise one of your data protections rights, please do not hesitate to contact us.

Email us at:

[admin@afleurope.org](mailto:admin@afleurope.org)

Or write to us at:

3<sup>rd</sup> Floor.  
Australia House,  
Melbourne Place,  
Strand, London,  
WC2B 4LG.

### **15. How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that AFL Europe has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Phone: 0303 123 1113

Website Address: <https://ico.org.uk/>