

## Privacy Statement

Big Swing Golf recognises that your privacy is very important to you. Providing your personal information is an act of trust that we take very seriously. Big Swing Golf will not sell, trade, give or rent any information obtained from you to a third party. Big Swing Golf may from time to time amend, update, or change this statement. You should check this page periodically for changes to this statement.

We acknowledge that we may collect and store information about you as part of offering services on the website. In this regard, we will act ethically and as evidence of this commitment, we will take reasonable steps to comply with the following principals in relation to the information you give to us about you.

### 1. Collection

Big Swing Golf collects the personal data that you volunteer via the [www.bigswinggolf.com.au](http://www.bigswinggolf.com.au) website via forms or by email. This information will only be collected by lawful and fair means.

In order to register with the Big Swing Golf web site, we require some basic information about you. We also allow you to provide additional non-required information on registration and at other times. Only information marked as 'required' during registration is needed to use services on the website. This information is used for identification purposes and to contact you when necessary.

As you browse the Big Swing Golf website, we may log the IP address of your computer, session details, and domain name to evaluate which parts of the website you visit and how long you stay there. We do not link your computer's IP address with any other information you have submitted to us. While a [bigswinggolf.com.au](http://bigswinggolf.com.au) user's session may be tracked, all users remain anonymous when tracked.

IP tracking information is aggregated with tracking data from all site visitors to measure number of visits, average time spent on the website, pages viewed, and to help diagnose problems with our servers.

### 2. Use and disclosure

Big Swing Golf requires you to provide certain information about yourself in order to provide services to you. We will not rent, sell or exchange information about you to third parties (other than related parties) except where you consent, or except where you would expect the information to be disclosed, or except where we have indicated we may disclose; or except where we are legally obliged to disclose such information.

By choosing to write a comment or customer review, you have consented to the use of this information in future, for reproductions used in advertising by Big Swing Golf, except where you have specified for us not to disclose this information.

### 3. Data quality

Big Swing Golf will take reasonable steps to ensure that information we have about you is accurate, complete and up to date when we collect and use it.

### 4. Data security

Big Swing Golf will take reasonable steps to ensure that the personal information we hold about you is kept secure at all times. Big Swing Golf will limit access to your personal information to employees and data processors that need it to carry out the service provided by us except where we inform you otherwise. Our employees and data processors are obliged to respect the confidentiality of clients and website visitors' personal data. Big Swing Golf will reinforce with other employees the policies and practices in relation to safeguarding personal information of clients and visitors, preventing its unauthorised access, use or disclosure, and ensuring its proper handling.

Our website has policies, rules and measures in place to protect the visitor's personal data from:

- Unauthorised access
- Improper use
- Alteration
- Unlawful or accidental destruction
- Accidental loss

### 5. Transparency

Big Swing Golf will be honest and open with you about the type of personal information that is collected about you and the actual use of any such information. By giving out your personal information, or filling in the entry or application form, or writing a customer review, you have consented to the use of this information in future, for marketing campaigns that Big Swing Golf feels you may be interested in.

At any time, you have the option to opt out from receiving any future marketing material by contacting Big Swing Golf by sending an Unsubscribe email to [info@bigswinggolf.com.au](mailto:info@bigswinggolf.com.au) or sending a written request to us by one of the methods in section 13 Contact Information.

### 6. Access and correction

If you provide us with satisfactory personal identification, such as your login details, Big Swing Golf will let you have access to the information we keep about you and give you the opportunity to have that information corrected if it is found to be incorrect. Further, if Big Swing Golf is not able to release details of personal information to you, then we will provide you with reasons for any denial of access or correction.

## 7. Anonymity

You can access our web site home page and browse the public area of the Big Swing Golf website without disclosing personal information. Big Swing Golf will, wherever it is lawful and practicable, give you the option of not identifying yourself to us except where it is necessary to use our website services.

## 8. Transfer of Data

Big Swing Golf will take reasonable steps to ensure that if any information you give us about you will remain subject to the protection given by our Privacy Statement or another statute or binding scheme which is substantially similar to this Privacy Statement.

## 9. Sensitive Information

Big Swing Golf will not collect information that is considered highly personal or highly sensitive about you. For example, information relating to your racial or ethnic origin, religious or philosophical beliefs, sexual orientation or in relation to your health will not be collected by us.

## 10. Cookies

Big Swing Golf uses cookies to hold session information, improve security during a visitor's session online, ensure effective advertising tailored to the visitor's needs, and provide you with your information. We may store a unique user identifier in a cookie to identify you between visits to the site. You can use your browser to disable cookies, however, Big Swing Golf is not liable for any errors which may be encountered with the website as a result.

## 11. Client and Visitor Choice

By registering with Big Swing Golf, you have chosen to receive promotional or marketing information from our website or organisation and/or affiliates and alliances. At any time, you can opt out from receiving such information by sending a request to opt out using any of the methods detailed in the contact information (section 13).

## 12. Coverage and Complaints

Our Privacy Statement covers Big Swing Golf and the Big Swing Golf website. If you would like to make a complaint on the basis that you feel your privacy has been breached because we have failed to comply with this Privacy Statement, you should contact us using any of the methods detailed in the contact information (section 13).

## 13. Contact Information

Email: [info@bigswinggolf.com.au](mailto:info@bigswinggolf.com.au)

### Postal Address:

Big Swing Golf  
PO Box 309, Braeside BC VIC 3195

### Physical Address:

Big Swing Golf  
15-17 Lakewood Boulevard  
Braeside VIC 3195  
Phone: (03) 9565 1400  
Fax: (03) 9580 1776

More information on refunds can be obtained from the relevant state authorities listed below:

VICTORIA: Consumer Affairs Victoria 1300 55 81 81

NEW SOUTH WALES: Office of Fair Trading NSW (02) 9895 4943

WESTERN AUSTRALIA: Department of Consumer and Employment Protection 1300 30 40 54

QUEENSLAND: Office of Fair Trading QLD 1300 65 80 30

NORTHERN TERRITORY: Consumer and Business Affairs NT 1800 01 93 19

SOUTH AUSTRALIA: Office of Consumer and Business Affairs (08) 8204 9777

## Privacy Policy

It is important to us that you know how your data is collected and used by Big Swing Golf.

We have combined the privacy statement and privacy policy into one document; we have described in more detail what data we collect and why, how it is used and who we work with.

**Big Swing Golf does not sell personal data.** In order to operate the Big Swing Golf membership programme, we share personal data with some trusted operational suppliers. **Again, these companies do not sell your personal data and they are contractually prevented from doing so.** Further, all companies with whom we

share data can use the data only for these contractually agreed purposes and must handle the data in a confidential and secure manner in accordance with Australian privacy legislation.

## **Overview**

At Big Swing Golf, we respect the privacy of your personal information in our care. This commitment is set out here in our Privacy Policy which describes how we deal with personal information.

This Privacy Policy relates to personal information we collect and handle about Big Swing Golf members and visitors to our stores, website, apps, social media and other digital services.

## **Types of personal information collected**

The types of personal information we collect may include name, contact details, payment and transaction details/history, authorisations, records of your communications and interactions with us, and details/history of preferences, interests and behaviour relating to transactions, products, services, and activity with our digital services.

We may not be able to provide our services without your personal information. For example, we may not be able to offer discounts, manage your Big Swing Golf membership, or contact you.

## **How personal information is collected and held**

We may collect your personal information, from your interactions and transactions with us. This includes: using your Big Swing Golf card or number or associated identifiers such as payment cards; making a purchase in store; placing an order online; making a non-cash payment; participating in a promotion, competition, or survey; registering for services; using related digital services. We may monitor and record your communications with us (including email and telephone) for security, dispute resolution, and training purposes. We may also collect personal information from third parties including Big Swing Golf Partners, public sources, information service providers and anyone authorised to act on your behalf.

We hold personal information electronically and in hard copy form, both at our own premises and with the assistance of our service providers. We implement a range of measures to protect the security of that personal information. We also take measures in respect of destroying or de-identifying personal information that is no longer needed for any lawful purpose.

## **Purposes for handling personal information**

We handle your personal information in connection with providing, administering, improving and personalising the Big Swing Golf program, products and services, and those provided by Big Swing Golf Partners. This can include processing payments, delivering orders, managing promotions, providing refunds and discounts, verifying your identity, communicating with you (including direct marketing), conducting product and market research, maintaining and updating our records, dealing with enquiries from you, and working with our service providers. Using personal information, we endeavour to improve our understanding of your interests, suitability, and behaviour in relation to products, services and offers.

We may also handle your personal information to protect our lawful interests and facilitate purchases and potential purchases of our businesses.

We may provide marketing communications and targeted advertising to you on an ongoing basis by telephone, electronic messages (for example, email), through our digital services, and by other means. These communications may relate to the products and services we and Big Swing Golf Partners provide, and other products which may be of interest to you. You can call us on 03 9565 1400, visit your nearest store or email at any time to opt out of electronic and telephone direct marketing communications.

## **Sharing of personal information**

To make it easy for you to deal with Big Swing Golf Partners and provide you with a more personal and consistent experience, we may exchange and combine personal information with them for the purposes described in our respective privacy policies.

We may exchange your personal information with service providers engaged to assist with services including data processing, data analysis, information broking, online computing, printing, contact centre, legal, accounting, business consulting, marketing, research, auditing, archival, delivery, security, investigation and mailing services.

We do not **share or sell** your data to a Third Party.

## **Digital services**

We provide information and services through a range of digital and online services including websites (e.g. bigswinggolf.com.au), apps, email, online advertisements, and social media profiles. These services are operated by us to provide a consistent experience, personalise your use of each of those services and provide targeted

marketing.

Big Swing Golf's Digital Services may use "cookies". A cookie is a piece of information which allows the server to identify and interact more effectively with your device. The cookie assists us in maintaining the continuity of your browsing session (e.g. to maintain a shopping cart) and remembering your details and preferences when you return. Other technologies that may be used with Big Swing Golf's Digital Services include web beacons (which may operate in conjunction with cookies), Flash local stored objects, and JavaScript. Some of these cookies and other technologies are consistent across various Big Swing Golf's Digital Services, allowing us and the other providers of these services to understand you better and provide a more consistent experience across these services. You can configure your web browser to reject and delete cookies and block JavaScript, but you may find some parts of Big Swing Golf's Digital Services then have limited functionality.

Our systems record a variety of information in relation to interactions with our online services. This can include information about software versions used, device types, device identifiers (like IP address), location data (where available and not disabled by the user), dates, times, file metadata, referring website, data entered, and user activity such as links clicked.

In some cases, third parties may use cookies and other technologies, such as those described above, as part of Big Swing Golf's Digital Services. These technologies may be used in connection with activities like surveys, online behavioural advertising, website analytics, and email campaign management. The services we may use from time to time include Google Analytics, Google Display Network, Google AdSense, DoubleClick, Yahoo!, Adobe Marketing Cloud, Responsys, and Microsoft. You can find more details in the individual privacy policies of those services, including information on how to opt-out of certain functions (e.g. Google's Ads Preferences Manager),. You may need to opt out separately from each service. The website [youronlinechoices.com.au](http://youronlinechoices.com.au) also allows you to opt out of some online behavioural advertising and provides further information about how online behavioural advertising works. You can contact us to request further details of the services we use. Many of these services operate without collecting or using any personal information.

Some information we collect in relation to Big Swing Golf's Digital Services is not related to an individual. In many cases, the information relates only to a device or is of an aggregated or statistical nature, and we will have no way of knowing the identity of the user. In other cases, we may associate information about your use of Big Swing Golf's Digital Services over time with your personal information, for example, when on any occasion you have logged in, followed a link sent to you by email, or we have otherwise been able to identify you.

Our online services may contain links to other sites. We are not responsible for the privacy practices or policies of those sites and recommend that you review their privacy policies.

#### **Procedures for access, correction, and feedback**

If you wish to access or correct any personal information we hold about you or have any feedback or concerns about privacy, please contact us as set out below. Where you seek a response from us, we will let you know who will be handling your matter and when you can expect a full response. In the case of access and correction requests, please provide as much detail as you can about the particular information you seek in order to help us retrieve it. Under the Privacy Act and other relevant laws, we are required to provide our reasons if we refuse your request. Where we decide not to make a requested correction and you disagree, you may ask us to make a note of your requested correction with the information.