

## PRIVACY COLLECTION STATEMENT (DONORS AND SUPPORTERS)

Lifeline Australia (ABN 84 081 031 263) (**we, us or our**) is committed to protecting your privacy. This Privacy Collection Statement should be read with the Lifeline Australia [Privacy Policy](#) (**Privacy Policy**).

This Privacy Collection Statement describes how we collect and handle your personal information when you make a donation or participate in our fundraising activities.

By providing your personal information to us, you agree to its collection, use, storage and disclosure as described in this Privacy Collection Statement and our Privacy Policy.

### What personal information is collected and why?

When you make a donation or participate in our fundraising activities (including by completing donation forms or surveys, register for fundraising events, interact with our website or contact us), we collect personal information from you.

Depending on the type of donation and whether it relates to a specific fundraising campaign, the information we collect may include your name, contact details (email address, phone number, postal address), details about payments from you to us (including donation amount and card details), information about your participation in our fundraising campaigns, demographic information and preferences you share with us.

We collect this information to:

- process your donation and provide you with receipts and acknowledgments;
- send you information about our services, donation opportunities, fundraising campaigns, and other activities and news;
- develop and send you targeted marketing communications via phone, email, social media, post and other channels;
- improve our fundraising efforts, including through analysing donation patterns and preferences to improve our fundraising effectiveness (which may involve the use of AI-enabled systems);
- conduct demographic and marketing research;
- invite you to participate in surveys or research about our services and impact; and
- comply with legal and regulatory requirements.

If you do not provide your personal information to us, it may affect our ability to accept or process your donation.

### Who is your personal information disclosed to?

We may disclose your personal information to our subsidiaries as well as other registered charities who are our members (as defined in our [Constitution](#)).

We may also disclose your personal information to third parties, including:

- third-party service providers who assist us with donation processing, marketing research, data analysis (including by AI-enabled systems for marketing segmentation, ranking and scoring), fundraising activities and communications;
- professional advisors and auditors; and
- government agencies where required by law.

### **Where do we store your personal information?**

We store personal information in Australia.

Where we disclose your personal information to third parties, those third parties may store, transfer or access personal information outside of Australia.

When we disclose your personal information to third parties, we check to ensure that they have reasonable cybersecurity measures in place, and if they are based outside Australia, are subject to privacy laws that require comparable or better protections for personal information as Australia's *Privacy Act 1988* (Cth).

### **How long do we keep your information for?**

We keep your information for a minimum period required by the *Privacy Act 1988* (Cth), *Charitable Fundraising Act 1991* (NSW), taxation law and other related laws.

### **Is the information we collect about you secure?**

We are committed to the security and data protection of your information to ensure it is kept safe. Part of this commitment includes certification under ISO 27001 standards for information security and regular independent security audits.

You can read more about our security and data protection commitments in our [Information Security Policy Statement](#).

If you are worried that your personal information might have been breached, you can contact the privacy team by emailing [privacy@lifeline.org.au](mailto:privacy@lifeline.org.au).

### **Can you opt out of our marketing messages?**

You can opt out of receiving marketing communications at any time by emailing [privacy@lifeline.org.au](mailto:privacy@lifeline.org.au) or using the unsubscribe links in our communications.

You may also request your personal information to be deleted. Our [Privacy Policy](#) sets out details of how and when this can be done.

### **More information about your privacy and how to contact us**

For more information about how Lifeline Australia handles personal information, including how you can access, correct or delete personal information that we hold about you and how to make a privacy complaint, please read our Privacy Policy or contact us by email [privacy@lifeline.org.au](mailto:privacy@lifeline.org.au) or post: PO Box R1084, ROYAL EXCHANGE NSW 1225.