

Terms and Conditions

These terms and conditions apply to organisations, groups and individuals (you or your) that are planning to fundraise on behalf of Guide Dogs Australia and the participating Guide Dogs Organisations in the State or Territory in which the registrant resides for the purposes of participating in PAWGUST (Guide Dogs, us, our or we). By registering for the PAWGUST challenge, you agree to comply with and be bound by these terms and conditions. If you have any questions, please call 1300 GUIDE DOGS and we will be more than happy to assist you.

1. Upon completing your registration, Guide Dogs will automatically approve your event/activity associated with fundraising for PAWGUST.
2. You must be registered with us and have received our registration confirmation email before you start any fundraising. You may fundraise during the PAWGUST campaign period only, being from 25th May 2023 to 30th September 2023 of the calendar year in which you have registered to participate.
3. If you wish to extend, or change any aspect of your fundraising event/activity you will need to seek additional approval from us (please refer to contact details on page 11 of this document). Guide Dogs retains the right to revoke approval of any fundraising event/activity you engage in.
4. You are responsible for ensuring that your event/activity is conducted in accordance with relevant charities' legislation and or regulations in the State or Territory which the fundraising activity is being held, and you must obtain any permits, authorities, licences and insurances needed. For example, permits are required by Councils and shopping centres for events in their area/on their premises and State Government permits may also be required for the conduct of raffles or prize draws. Different States have their own legislation, which you should review before committing to any fundraising event/activity. If you require guidance in this area, please phone Guide Dogs. However, Guide Dogs cannot provide any legal advice to you and will not be liable for any breach of any relevant legislation, regulation or rule applicable to your fundraising event/activity. Copies of any permits must be sent to Guide Dogs.
5. You are responsible for ensuring the safety of your event/activity, including the safety of your volunteers and personnel including, but not limited to, organising appropriate public liability insurance and providing first aid services if required. Guide Dogs' insurance policy does not cover events conducted by external organisations/individuals.
6. Any use of our trade marks, logos, text, images, name or any other branding must first be approved by us. Please contact us via the details on page 11 of this document.
7. All publicity in reference to your fundraising event/activity should clearly state that the event/activity is being organised by you. All promotional material must be worded in such a way as to make it clear that Guide Dogs is not the organiser of your fundraising event/activity but that it is either the only beneficiary, or is one of a number of charities benefiting from the event.

8. You must make it clear in any dealings with the public, donors, sponsors and supporters that you are not our agent or representative but are acting on your own behalf to raise money for Guide Dogs.
9. You are responsible to ensure that all funds raised from the public on behalf of Guide Dogs until the fundraising event/activity is completed are kept by you in a secure place. If you raise funds offline (ie. not on your online fundraising page provided to you), you are further responsible to ensure that you maintain complete and accurate records of income received and expenses incurred (if any) as part of your event/activity and that these are sent to Guide Dogs within seven (7) days of the fundraising event/activity taking place. If your offline fundraising involves the collection of a donor's personal data, including donor credit card information, you are responsible for ensuring that data is kept private and secure, not transmitted via unsecured channels, and is destroyed securely after being processed.
10. All costs and debts associated with your fundraising event/activity are your responsibility and we will not be liable for any financial loss suffered by you or those involved.
11. You acknowledge that only Guide Dogs is authorised, in its sole and absolute discretion, to allocate donated funds within Guide Dogs.
12. You must not approach the general public with door-to-door, street or telephone collections as part of your fundraising event/activity.
13. You acknowledge that PAWGUST donation receipts may be issued by any participating Guide Dogs Organisation on behalf of all other participating Guide Dogs Organisations as part of PAWGUST (i.e. receipts may be issued by a Guide Dogs Organisation in a different State or Territory to where you reside for the purposes of participating in PAWGUST).
14. As part of your fundraising event/activity, we encourage you to use social media to promote your involvement as a participant in PAWGUST. In order for our event marketing personnel to more accurately track social media presence, please use the hashtags #pawgust2023 #PAWGUST and #guidedogsaustralia (**Campaign Hashtags**) on all social media posts concerning the PAWGUST event. Any images or posts posted on the internet which include any of the Campaign Hashtags must not contain anything that (**Prohibited Content**):
 - looks like spam or advertising;
 - defames, abuses, harasses, threatens or otherwise violates the legal rights of others;
 - includes any obscene, indecent, fraudulent, deceptive, misleading or unlawful material or information; or
 - violates the intellectual property rights of others.

Guide Dogs retains the right to request removal of any posts which include any of the Campaign Hashtags which Guide Dogs considers, in its absolute discretion, to be in breach of the Prohibited Content. If you do not comply with such a request in a timely manner, Guide Dogs may, in its sole and absolute discretion, take whatever action it deems necessary.

By participating in PAWGUST and posting images to social media together with the Campaign Hashtags, you hereby grant Guide Dogs a non-exclusive, royalty-free, perpetual and irrevocable licence to use your images for the purposes of advertisement and promotion of PAWGUST.

15. If you are planning to involve children in your fundraising event/activity you will be required to comply with further guidelines from Guide Dogs. This is because some States have special regulations that apply when children participate in an appeal. Different rules apply for children of different ages. Please contact Guide Dogs directly for further information.

16. If you have any prior or current criminal convictions, you must disclose these to Guide Dogs before participating in PAWGUST. Please contact us via the details on page 11 of this document. Although these will not necessarily stop you from being able to support Guide Dogs, they will be taken into account in agreeing to your suitability as a participant.

17. We may at any time, without the need to give any reasons, withdraw your registration in PAWGUST by notification in writing.

18. By registering online for PAWGUST you agree to our PAWGUST Privacy Policy, which is set out on the following pages.

19. It is a condition of PAWGUST that by registering online, you are confirming that you are aged 18 years or over and consent to receiving marketing materials relating to PAWGUST and broader Guide Dogs communications.

20. To the maximum extent permitted by law, Guide Dogs Australia and each participating Guide Dogs Organisation does not accept any liability for any loss or damage (including but not limited to personal injury; death; indirect, consequential, incidental, special, exemplary or punitive loss or damage) which you, or your pet or a third party may suffer or incur as a result of your participation in PAWGUST. You release Guide Dogs Australia and each participating Guide Dogs Organisation to the maximum extent permitted by law for all claims and demands of any kind associated with: (a) your fundraising event/activity in relation to PAWGUST; and/or (b) your pet's health and wellbeing throughout the event or as a result of the event in relation to PAWGUST. You also agree to indemnify Guide Dogs Australia and each participating Guide Dogs Organisation for all liability or costs that may arise in respect of any damage, loss or injury occurring to any person or animals in any way associated with: (a) your fundraising event/activity in relation to PAWGUST; and/or (b) the PAWGUST challenge.

Online Activity and Social Media

We use Google Analytics to track visits to our website, and use this information to track the effectiveness of our website, including number of visits, length of visit, viewed pages and the technical capabilities of our visitors. While this data is mostly anonymous, sometimes we will connect it to you, for instance in personalising a webpage, or pre-filling a form with your details. For more information on our analytics tools, read Google's Privacy Policy ([click here](#)).

We also use tools that tell us when a computer or device has visited or accessed our content, which allows us to tailor advertising both on our websites and through

advertising networks on other websites based on your visits or behaviour through cookies on your device. You can control how cookies are used by accessing the settings on your chosen browser.

You can also engage with Guide Dogs through social media, including Facebook, Twitter, Instagram etc. You can always control how you receive content through each website's settings. Occasionally, we may get in touch with you via social media if you are not already a follower by using the details on your record, such as your email address. If you prefer we don't do this, please let our team know via email at Pawgust@guidedogs.org.au.

PAWGUST Privacy Policy

Guide Dogs recognises the importance of protecting the privacy and the rights of individuals in relation to their personal information.

This privacy policy tells you how we collect and manage your personal information.

We respect your rights to privacy under the *Privacy Act 1988* (Cth) (**the Act**) and we comply with all of the Act's requirements in respect of the collection, management and disclosure of your personal information.

What is your personal information?

'Personal information' means any information that can be used to personally identify you. This may include your name, address, telephone number, email address and profession or occupation. If the information we collect personally identifies you, or you are reasonably identifiable from it, the information will be considered personal information and protected in accordance with this policy and under the Act.

What personal information do we collect and hold?

We may collect the following types of personal information:

- name;
- mailing or street address;
- email address;
- telephone number/s;
- any other contact details you wish to provide;
- age or birth date;
- profession, occupation or job title;
- details of the products and services you have purchased from us or which you have enquired about, together with any additional information necessary to deliver those products and services and to respond to your enquiries;
- any additional information relating to you that you provide to us directly through our websites or indirectly through use of our websites or online presence, through our representatives or otherwise; and
- information you provide to us through customer surveys or online contacts.

We may also collect some information that is not personal information because it does not identify you or anyone else. For example, we may collect anonymous answers to surveys or information about how users use our website.

What is sensitive information?

'Sensitive information' (a type of personal information), means information or an opinion about an individual's race or ethnic origins, political opinions and associations, religious

beliefs or affiliations, philosophical beliefs, sexual preferences or practices, trade or professional associations and memberships, union membership, criminal record, health or genetic information or biometric information.

What sensitive information do we collect and hold?

There are very few circumstances where we collect sensitive information – for example, as part of information collected about directors and employees for company and human resource management purposes. Where such information is collected, we will only do so if you have provided your consent or where required by law.

How do we collect your personal information?

We collect your personal information directly from you in most cases, where reasonable and practicable. When collecting personal information from you, we may collect in ways including:

- through your access and use of our website; or
- during conversations between you and our representatives; or
- when you complete an application, registration process or purchase order; or
- when the law requires.

We may also collect personal information from third parties including law enforcement agencies and other government entities where this is authorised or required by law.

Storage and security of personal information

Guide Dogs will endeavour to take all reasonable steps to keep personal information accurate and up to date. We ensure this information is securely stored to protect it from loss, misuse or unauthorised access, disclosure or modification. Information is destroyed or permanently de-identified when it is no longer required for any purpose for which it was collected.

Guide Dogs will only use and disclose personal information with your consent, unless such uses are permitted by law, including without limitation those prescribed by the Australian Privacy Principles: <https://www.oaic.gov.au/privacy-law/privacy-act/australian-privacy-principles>.

Guide Dogs employees, volunteers and data processors are obliged to respect the confidentiality of any personal information held by the organisation.

Donor information within the Guide Dogs database is required to be stored with a high level of security to prevent unauthorised access. Additional protections are required to be in place for confidential and financial information including:

- enforcement of user-based permissions to restrict access to confidential donor information, ensuring only employees whose jobs require access to this information are granted permissions; and
- secure encryption of all donor credit card and bank account details.

Guide Dogs will use mailing houses, consultants and data cleansing agencies. Service providers are only used where a confidentiality agreement is in place that upholds the Australian Privacy Principles to ensure that donor privacy is protected.

The online facility for donations to Guide Dogs and the purchase of online shopping products via Guide Dogs website is secure and encrypted. Transmissions over the Internet are never 100% secure or error-free. However, Guide Dogs and its service providers take reasonable steps to protect personal information from loss, misuse, and unauthorised access, disclosure, alteration, and destruction.

Cookies

We may send cookies, or small pieces of information, to your web browser in order to collect information on your browsing session. Our cookies do not collect personal information, but may be used for:

- recording preferences that you specify on our websites;
- providing general visitor and customer analytics for internal reference;
- conducting research to improve our content, products and online services;
- assisting with direct marketing, should you opt-in for this service; or
- supporting security measures, such as requiring you to re-login to a site after your account has been inactive for a period of time.

If you do not wish to receive cookies you may disable these in your web browser, however please note that doing so may affect our sites' ability to function properly. See the 'Help' section of your web browser for more information on changing your cookie preferences.

We may log IP addresses (that is, the electronic addresses of computers connected to the internet) to analyse trends, administer the website, provide relevant content to users, monitor fraudulent activity, and gather broad demographic information.

What happens if we can't collect your personal information?

If you do not provide us with the personal information described above, some or all of the following may happen:

- we may not be able to provide requested services or products to you, either to the same standard or at all;
- we may not be able to provide you with information about activities, products and services that you may be interested in – including information about campaigns, discounts, sales, events or special promotions; or
- we may be unable to tailor the content of our websites to your preferences and your experience of our websites may not be as enjoyable or useful.

For what purposes do we collect, hold, use and disclose your personal information?

We collect your personal information so that we can provide the best possible quality of supporter and client service. We collect, hold, use and disclose your personal information in relation to the following purposes:

- service provision;
- education, advocacy and public campaigns;
- public complaint and inquiry response and referral;
- fundraising, events, donations and memberships;
- community engagement and communications;
- legacies and bequests;
- retail sales and marketing; and
- ancillary purposes, or as otherwise permitted by law.

In order to continue to provide and improve these services, products and activities to you as a supporter and/or client, we require your personal information, in particular:

- to provide news, information, products and services to you and to send communications requested by you;
- to answer enquiries and provide advice about existing and new campaigns, services or products;
- to conduct activities including providing personal information to contractors, service providers or other third parties when necessary;
- for the administrative, marketing (including direct marketing), planning, activity or service development, quality control and research purposes of Guide Dogs, its contractors or service providers;
- to update our records and keep your contact details up to date;
- to process and respond to any complaint made by you; and
- to comply with any law, rule, regulation, lawful and binding determination, decision or direction of a regulator, or in co-operation with any governmental authority of any country (or political sub-division of a country).

Your personal information will not be shared or disclosed other than as described in this Privacy Policy.

To whom may we disclose your information?

We may disclose your personal information to:

- our employees, contractors or service providers for the purposes of operation of our supporter and customer services, and to otherwise provide information, products and services to you including, without limitation, web hosting providers, IT systems administrators, mailing houses, couriers, payment processors, data entry service providers, electronic network administrators, debt collectors, and professional advisors such as accountants, solicitors, business advisors and

consultants;

- Guide Dogs Organisations which are members of Guide Dogs Australia;
- suppliers and other third parties with whom we have commercial relationships, where this is necessary to provide you with a service or product; and
- any organisation for any authorised purpose with your express consent.

Direct marketing materials

We may send you direct marketing communications and information about our products and services that we consider may be of interest to you.

These communications may be sent in various forms, including email, SMS, fax and by post, in accordance with applicable marketing laws, such as the *Spam Act 2003* (Cth). If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

In addition, at any time you may opt-out of receiving marketing communications from us by contacting us or by using opt-out facilities provided in the marketing communications, and we will then ensure that your name is removed from our mailing list.

Except for the other Guide Dogs Organisations in Australia which are members of Guide Dogs Australia, we do not provide your personal information to other organisations for the purposes of direct marketing.

How can you access and correct your personal information?

You may request access to any personal information we hold about you at any time by contacting us. You will be required to provide verification of your identity, and we reserve the right to withhold information if we are not satisfied you are the person identified in it.

Once verification is complete, where we hold information that you are entitled to access, we will make reasonable efforts to provide you with suitable means of accessing it (for example, by mailing or emailing it to you).

There may be instances where we cannot grant you access to the personal information we hold. For example, we may need to refuse access in circumstances including but not limited to, if granting access would have an unreasonable impact on the privacy of other individuals. If we refuse to grant you access, we will give you written reasons for such refusal.

If you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may request us to amend it. We will consider if the information requires amendment. If we do not agree that there are grounds for amendment, then we will provide you with a written notice setting out the reasons for refusal and we will, if requested by you, add a note to the personal information stating that you disagree with our decision.

What is the process for complaining about a breach of privacy?

If you believe that your privacy has been breached, please contact us by using the contact information below and provide details of the incident so that we can investigate it.

Our procedure for investigating and dealing with privacy breaches is an internal review by the Privacy Officer, who may contact you to seek further information to your initial complaint, if needed. At the conclusion of that review, you will be provided with a written account of the outcome and any measures we propose to take to address defects in our processes.

At any time, if you wish to have the matter considered externally, you may complain to the Office of the Australian Information Commissioner via the details below.

Contact the Office of the Australian Information Commissioner:

Tel: 1300 363 992

or via the 'Make a complaint' link under the 'Privacy' tab on the Commissioner's website: <https://www.oaic.gov.au/individuals/how-do-i-make-a-privacy-complaint>

Do we disclose your personal information to anyone outside Australia?

We may disclose your personal information to overseas recipients for the purposes of processing, storage or back up. When we do disclose your personal information to overseas recipients, we will take steps as are reasonable in the circumstances to ensure that the overseas recipients do not breach the Australian Privacy Principles (other than Australian Privacy Principle 1) in relation to your personal information.

Security

We take reasonable steps to ensure your personal information is protected from: (a) misuse, interference and loss; and (b) from unauthorised access, modification or disclosure. We may hold your information in either electronic or hard copy form. Personal information is destroyed or de-identified when no longer needed.

As our website is linked to the internet, and the internet is inherently insecure, we cannot provide any assurance regarding the security of transmission of information you communicate to us online. We also cannot guarantee that the information you supply will not be intercepted while being transmitted over the internet. Accordingly, any personal information or other information which you transmit to us online is transmitted at your own risk.

Links

Our website may contain links to other websites operated by third parties. We make no representations or warranties in relation to the privacy practices of any third party website and we are not responsible for the privacy policies or the content of any third party website. Third party websites are responsible for informing you about their own privacy practices.

Contact information

If you have any questions about this privacy policy, any concerns or a complaint regarding the treatment of your privacy or a possible breach of your privacy, please use the contact link on our website or contact our Privacy Officer using the details set out below.

We will treat your requests or complaints confidentially. A representative of Guide Dogs will contact you within a reasonable time after receipt of your complaint to discuss your concerns and outline options regarding how they may be resolved. We will aim to ensure that your complaint is resolved in timely and appropriate manner.

Contact us:

PAWGUST, Guide Dogs Australia

Post: PO Box 5301, Brendale QLD 4500

Tel: 1300 00 PAWS (7297)

Email: pawgust@guidedogs.org.au

Changes to our privacy policy

We may change this privacy policy from time to time. Any updated versions of this privacy policy will be posted on our website.

This privacy policy was last updated on 21st March 2023.