

Privacy Policy

MainFM is committed to providing quality services to you, protecting your privacy, and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal data when interacting with our community radio station, website, and related services. You consent to the practices described in this Privacy Policy by accessing or using our services. This policy also outlines our ongoing obligations to you regarding how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The Notice of Privacy Practices (NPP) governs how we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

1. Information we collect

1.1. What is Personal Information?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include names, addresses, email addresses, phone, and facsimile numbers.

This Personal Information is obtained in many ways, including **contact at events, correspondence, by telephone and facsimile, by email, via our website mainfm.net** and from third parties. We don't guarantee website links or the policy of authorised third parties.

1.2. Why do we collect Personal Information?

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists anytime by contacting us in writing.

When we collect Personal Information, we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

1.3. Personal Information

This may include your name, contact details (email address, phone number), and any other information you provide to us voluntarily when participating in our community radio station activities, contests, surveys, or events.

MainFM collects personal information from our listeners to gain insights into our audience and customises programming to serve our listeners' needs better. This information can also be used for targeted marketing and advertising, including sponsorships. Personal information is also crucial for managing memberships and subscriptions, enabling better communication with our subscribers and members, and providing them with exclusive content and benefits. Collecting personal information allows MainFM to improve our services and create a more personalised experience for our listeners.

1.4. Non-Personal Information

We may collect non-personal information, such as your IP address, browser type, device information, and website usage data through cookies or similar technologies when you visit our website.

1.5. Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record, or health information.

2. How do we use your information

2.1. Sensitive information

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent or where required or authorised by law.

2.2. Provide and Improve Services

We use your information to operate and maintain our community radio station, website, and services and to improve their content and functionality.

2.3. Communication

We use your information to respond to your inquiries, and send updates, newsletters, and important station-related information.

2.4. Promotions and Contests

We use your information to administer promotions, contests, and surveys and notify winners.

2.5. Legal Compliance

We use your information to comply with applicable laws, regulations, and legal processes.

2.6. Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances, third parties may provide us with information. In such a case, we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

3. Sharing or disclosing your information

We do not sell or rent your personal information to third parties. However, we may share your information under the following circumstances:

3.1. With Service Providers

We may share your information with third-party service providers who help us with tasks such as website hosting, data analysis, and marketing.

3.2. Legal Requirements

We may disclose your information when required by law, court order, or government request.

4. Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification, or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files, which will be kept by us for a minimum of 7 years.

5. Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

MainFM will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

We may require your identification before releasing the requested information to protect your Personal Information.

6. Maintaining the Quality of your Personal Information

It is important to us that your Personal Information is up to date. We will take reasonable steps to ensure that your Personal Information is accurate, complete, and up to date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

7. Policy Updates

We may update this Privacy Policy occasionally to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting a notice on our website or by other means.

8. Privacy Policy Complaints and Enquiries

If you have any questions or concerns about this Privacy Policy, or if you would like to exercise your rights, please contact us at:

Workspace Australia



1 Halford Street, Castlemaine

03 5472 4376

info@mainfm.net

CoM Endorsed: 8/4/2024

By using the MainFM radio station and website, you acknowledge that you have read and agree to the terms of this Privacy Policy.