



Fiona Wood Foundation

Privacy Policy

The **Fiona Wood Foundation** (the Foundation) values your privacy and is committed to protecting your personal information. This privacy policy outlines our ongoing obligations to you regarding how we collect, use, store, and disclose personal information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act), as well as other applicable laws protecting privacy, including State and Territory health information legislation.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner (www.aaic.gov.au).

By providing personal information to the Foundation, you consent to its collection, use and disclosure of that personal information on the terms of this privacy policy and any other contractual or other arrangements that apply between us (if any).

What is personal information and why do we collect it?

Personal information is information or an opinion that identifies an individual. Examples of personal information we collect include names, addresses, telephone numbers, email addresses, dates of birth, financial records, records of previous support and donations, records of e-commerce orders, and records of interactions and communications with and relating to us..

This personal information is obtained in many ways, including through correspondence, telephone, email, via our website (www.fionawoodfoundation.org.au), media and publications, social media, cookies and other publicly available sources. We only collect personal information by lawful and fair means, where reasonably necessary for our functions and activities. We collect your personal information for the primary purpose of providing our services to you, providing information to our clients, e-commerce, 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. 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.

Some personal information is considered 'sensitive information'. The sensitive information which we may collect, store, use and disclose includes health related information.

In general, the Foundation collects information directly from the relevant individual. On occasion, the Foundation may need to collect information about an individual from third parties, including parents, carers, guardians or other third-party information sources. The Foundation will do this if the individual, or in the case of a patient, their guardian or carer,



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has consented for it to collect, use or disclose the information in this way, or where it is not reasonable or practical for the Foundation to collect this information directly from the individual.

You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

How we use and disclose personal information

The Foundation stores, uses, and discloses the personal information it collects to:

1. Process payments and communicate with its donors and supporters, including sending them information (which may be by phone, post, email or other electronic means).
2. Communicate with donors and supporters, patients and their family members and employees (including responding to queries and complaints) and distribute its publications, conduct fundraising events and raise awareness about its fundraising activities and mission.
3. Conduct its general business activities, including interacting with contractors and service providers, assessing and funding grant applications, billing and administration including measuring and assessing the level of support the Foundation receives and the effectiveness of our fundraising activities and assessing applicants for positions with the Foundation.

The Foundation may also disclose the personal information of patients to their family members or guardian to discuss stories about their experience with the Foundation, when you have granted us permission to share.

The Foundation may, with your permission, forward patient stories to third parties to help promote their fundraising efforts and refer to patient stories in our publications, including on our website.

Security of your personal information

The Foundation takes reasonable steps to protect your personal information from misuse, interference, and loss, and from unauthorised access, modification, or disclosure. We also take reasonable steps to destroy or permanently delete personal information which is no longer needed for the purposes described in this Policy.

Cookies

The Foundation's website may use cookies for site administration purposes. Cookies are very small files that a website uses to identify you when you come back to the site and to store details about your use of the site. Cookies are not malicious programs that access or damage your computer. If you wish not to take advantage of cookies, you may have your



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browser not accept them, although this may disable or render unusable some of the features of the Foundation's website.

No personal information is collected through the Foundation's use of cookies, rather, the patterns of usage of visitors to the website may be tracked to provide improved service and content based on an aggregate or statistical review of user site traffic patterns.

Re-marketing

We use third party vendor re-marketing tracking cookies, including the Google AdWords tracking cookie. This means we will continue to show ads to you across the internet, specifically on the Google Display Network (GDN). As always, we respect your privacy and are not collecting any identifiable information through the use of Google's or any other 3rd party remarketing system.

The third-party vendors, including Google, whose services we use – will place cookies on web browsers in order to serve ads based on past visits to our website. Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

You can opt out of this feature by visiting the following link: <https://tools.google.com/dlpage/gaoptout/>

Google analytics demographics & interest reporting

This website uses cookies to facilitate the sampled reporting of demographics and interests of its visitors within Google Analytics.

This website will not merge or facilitate the merging of personally-identifiable information with non-personally identifiable information previously collected from Display Advertising or divulge said information to any third parties.

You can opt-out of this feature by visiting the following link: <https://tools.google.com/dlpage/gaoptout/>

This data is used to provide better services and more relevant content to our users based on demographic and interest data.

Opt-Out

You may opt-out of Google's use of cookies by visiting the [Ads Preferences Manager](#). Also, you can opt-out of other third-party vendors' use of cookies by visiting the [Network Advertising Initiative](#) opt-out page.



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Access to your personal information

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

In order to protect your personal information, we may require identification from you before releasing the requested information.

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 inaccurate, please advise us as soon as practicable to update our records and ensure we can continue to provide quality services to you.

Policy Updates

This Policy may change from time to time. The Foundation encourages individuals to stay vigilant by regularly reviewing the Policy for changes and updates to stay well-informed about how their personal data is being used and protected.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy, please contact us at:

info@fionawoodfoundation.org.au