

## Privacy Policy

### Sydney Eye Hospital Foundation Limited

ABN 78 002 197 677

#### 1. Our commitment to privacy

Sydney Eye Hospital Foundation Limited (the *Foundation, we, us or our*) recognises the importance of protecting personal information. We are committed to managing personal information in an open and transparent way.

We comply with the **Privacy Act 1988 (Cth)**, including the **Australian Privacy Principles (APPs)**, which govern how we collect, use, disclose, store and provide access to personal information.

This Privacy Policy explains how we manage personal information that we collect and hold. We may update this Privacy Policy from time to time. The most current version will be published on our website and will apply from the date it is published.

By providing personal information to us, you consent to its collection, use and disclosure in accordance with this Privacy Policy and any other arrangements that apply between you and the Foundation.

#### 2. What personal information we collect and why

We collect personal information that is reasonably necessary for our charitable, fundraising and operational activities.

##### Donors

When you make a donation (including via our website, in person, by phone, email, post, direct deposit or through fundraising events), we may collect:

- name
- postal and email address
- phone number
- date of birth
- payment and billing details (including credit card details for regular giving)
- records of donations and areas of interest

With your consent, this may include sensitive information, such as information relating to your experience as a patient or recipient of care at Sydney Eye Hospital.

##### Patients

With consent from the patient or their parent, carer or guardian, we may collect limited patient information such as:

- name and age

- medical condition, treatment or history

Patient information is treated in the strictest confidence and will not be made public or shared with the media without explicit consent.

#### Supporters and volunteers

We may collect names, contact details and records of communication from supporters and volunteers.

#### Events

When you attend Foundation events, we may collect contact details and capture photographs or video footage. This information is used to manage events and promote the Foundation's philanthropic activities.

#### Website and online services

We may collect information through cookies and analytics tools (such as Google Analytics) to understand website usage and improve content. This information does not identify individuals unless consent is provided.

You can disable cookies through your browser settings if you prefer not to allow this.

#### General enquiries

If you contact us, subscribe to communications or request information, we may collect your name and contact details to respond to you.

#### Credit card information

Credit card details are not stored by the Foundation. Payments are processed through secure, PCI-compliant third-party payment gateways. Any manual forms containing credit card details are securely handled, redacted and destroyed once processed.

#### Information from third parties

We may collect personal information from third parties where reasonably necessary, such as event partners or Wi-Fi providers. We will take reasonable steps to ensure you are aware of the circumstances of collection and the purpose for which the information was collected.

### 3. How we use and disclose personal information

We use and disclose personal information to:

- communicate with donors, supporters, patients, families, volunteers and stakeholders
- manage donations, fundraising campaigns, events and receipting
- respond to enquiries and feedback
- distribute publications and appeals
- measure and improve fundraising effectiveness
- conduct surveys and questionnaires to improve hospital and Foundation services
- carry out administrative, operational and compliance activities

We may disclose personal information to trusted third-party service providers such as marketing agencies, IT providers, banks and payment processors, where required to support our activities.

#### 4. Overseas disclosure of personal information

Some third-party service providers we use (including cloud-based systems) may store or process personal information outside Australia.

Where personal information is disclosed overseas, we take reasonable steps to ensure that overseas recipients handle personal information in a manner consistent with the Australian Privacy Principles.

#### 5. Marketing communications and opting out

We may use personal information to send fundraising appeals, updates and other communications related to the Foundation's philanthropic activities.

You can opt out of receiving marketing communications at any time by:

- using the unsubscribe option in emails, or
- contacting us using the details in the *Contact us* section below.

#### 6. How we secure personal information

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, modification or disclosure.

Security measures include:

- password-protected systems
- restricted access controls
- secure third-party data storage providers
- firewalls and data backups

Where appropriate, we de-identify personal information so it no longer identifies an individual.

#### 7. Retention of personal information

We retain personal information only for as long as it is reasonably necessary to fulfil the purposes for which it was collected, or as required by law.

When personal information is no longer required, we take reasonable steps to securely destroy or de-identify it.

#### 8. Data breaches

In the event of a suspected or actual data breach, we will take reasonable steps to contain and assess the breach.

Where required under the **Notifiable Data Breaches scheme**, we will notify affected individuals and the Office of the Australian Information Commissioner in accordance with the Privacy Act 1988 (Cth).

## 9. Accessing and correcting your personal information

You may request access to personal information we hold about you, subject to exceptions under privacy law.

You may also request correction of personal information if it is inaccurate, incomplete or out of date.

Requests should be made in writing using the contact details below. We will acknowledge requests within seven (7) days and aim to respond within 30 days.

## 10. Complaints

If you have a complaint about how we handle personal information, please contact our Privacy Officer using the details below.

We will acknowledge complaints within seven (7) days and aim to resolve them within 30 days. If you are not satisfied with our response, you may contact the **Office of the Australian Information Commissioner**.

## 11. Contact us

### **Privacy Officer**

Sydney Eye Hospital Foundation

Telephone: (02) 9382 7408

Email: [linda.fagan@sehf.org.au](mailto:linda.fagan@sehf.org.au)

Mail: Privacy Officer c/ Chief Executive, Sydney Eye Hospital Foundation, GPO Box 1614, SYDNEY 2001