

Privacy Policy
RBA Holdings Pty Ltd
ACN 094 572 835

General

This Privacy Policy explains how RBA Holdings Pty Ltd, its agents and subcontractors (“we”, “us” & “RBAH”) protect the privacy of your personal information, provided to us by you or by someone else.

It explains ways in which we might collect, store, use and share information about you in the course of conducting the business of RBAH, which includes operating the Conditional Access Scheme for the VAST satellite TV services.

What Information Do We Collect?

The types of personal information we collect from you may depend upon the circumstances of your dealings with us:

- **Automated on-line data collection** Data that may in some way identify you is collected during interactions with websites operated by or on behalf of RBAH. It is a necessary part of visiting any website, including ours, that your web browser provides identifying data to enable proper communications with our servers.
- **Information about you provided to us by you** In certain circumstances we may ask you to provide personal information for specific purposes. For example, if you are applying for access to the VAST satellite TV service, we require information that may identify you in order to provide the correct services to you, and in order that we may provide those services in a manner that complies with various laws including but not limited to the *Broadcasting Services Act 1992* (Cth).
- **Information about you provided to us by others** In certain circumstances, we may be provided with personal information about you by others. For example, if you are applying for access to the VAST satellite TV service, information collected by the mySwitch web portal operated by the Commonwealth Department of Broadband, Communications and the Digital Economy (“DBCDE”) will be passed to us in order that we might properly process your application.

How Do We Use Your Personal Information?

We generally collect your personal information for the following purposes:

- To process applications for access to the VAST satellite TV service
- To manage the database of approved users of the VAST satellite TV service
- To analyse and report (without identifiers) on the geographic and demographic profile of the population of approved users of the VAST satellite TV service
- To detect and prevent fraudulent and unlawful access to the VAST satellite TV service
- To engage with contractors and suppliers and customers for the delivery of services and to make and receive payments for the delivery of services
- To investigate and properly respond to service complaints and concerns from users of the VAST satellite TV service and of terrestrial TV services provided by RBAH
- To manage all aspects of the conditional access scheme operated by RBAH under the Broadcasting Services Act

We use your personal information collected for these purposes only in a manner appropriate for the purpose for which it was collected.

Storage and Security

We will hold personal information about you for as long as is required to continue to fulfil the purpose for which it was collected. For example, information collected in relation to an application for access to the VAST satellite TV service will be stored so long as the VAST service continues to operate, and for such period thereafter as is appropriate for the maintenance of historical records.

Personal information about you is held in secure storage systems, with access limited only to those reasonably required to access your information to give effect to the purpose for which the information was collected.

Disclosure of Personal Information to Third Parties

We may disclose your information to third parties, including parties outside the borders of Australia, where such disclosure is required:

- To give effect to the purpose for which the information was collected (for example, in order to enable access to the VAST satellite TV service);
- To fulfil disclosure and reporting requirements as set down by DBCDE or other Commonwealth instrumentalities;
- To properly respond to complaint investigations undertaken by the Australian Communications and Media Authority (“ACMA”) or other like body;
- To enable effective research and analysis as to the geographic and demographic nature of the population of users of the VAST satellite TV service;
- To properly manage and control the business of RBAH and its related bodies corporate (for example, to enable the use of contract service providers by RBAH);
- For market analysis and research, including but not limited to providing user data to Regional TAM Pty Ltd and other like bodies for audience research reporting; or
- By law.

We also provide information to third parties where we are permitted to do so under the National Privacy Principles (for example, with your agreement). For further information about the National Privacy Principles, go to www.privacy.gov.au.

Access to Your Personal Information

You are entitled to obtain access to the personal information about you which is held by us, unless there is a reason under the National Privacy Principles for not granting access. Should you wish to obtain access to your personal information, please contact us at the email contact address given below.

Keeping Your Personal Information Up To Date

We make every reasonable effort to ensure your personal information is accurate and complete when we collect it or use it.

If you believe the personal information we hold about you is inaccurate, incomplete or out of date, please let us know and we will take reasonable steps to update and correct your information.

Contact Us

If you have questions about our Privacy Policy, please contact us at privacy@rba.org.au