



Privacy Policy (2025-12)

The Australian Conservation Foundation (ABN 22 007 498 482) ('ACF', 'we', 'us' or 'our') respects and is committed to protecting your privacy, because we value you — just as we value our beautiful environment.

This Privacy Policy sets out the way we collect, hold, use and disclose your personal information, which is information that identifies you or could reasonably make you identifiable.

By visiting our websites, signing up to our newsletters, signing a petition or campaign appeal, applying for employment with us, making a donation or otherwise providing us with your personal information, you consent to your personal information (including your sensitive information) being collected, used and disclosed as set out in this Privacy Policy.

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1. What personal information we collect

We collect personal information about individuals including members, supporters, volunteers, donors, employees, contractors, job applicants and other people with whom we (or a third party engaged by us) have contact in connection with our activities. The personal information which we collect, and hold could include your name, address, year of birth and contact details (such as your phone number and email address) and other information about you such as your interests and your opinions on environmental issues. Personal information we collect may be used to generate some more

information about you, such as how you like to receive communications from us. Sometimes we use contracted service providers to help with this. For more information, see 'How we collect personal information' below.

In addition, we may gather other information about you from your use of our websites, including, among other things, your IP address, browser type, mobile device type, content visited while on the websites and the duration of your visit to our websites. For more information, see 'Automatically Collected Data' below.

In some circumstances, we collect and hold sensitive information. For example, we will collect this type of information if you tell us your philosophical or political views or your membership of, or affiliation with, organisations such as unions or religious groups. Understanding what makes you passionate about environment and sustainability issues helps us communicate with you better. It also allows us to understand if you have affiliations which could assist in our campaign efforts. If you provide your sensitive information to us, you consent to us collecting, using or disclosing it as specified in this Policy or as otherwise authorised or permitted by law.

If you provide to us any personal information relating to anyone other than you, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

2. How we collect personal information

We usually collect personal information directly, for example, in person, over the phone, by email, via our websites or by completion of our online or hard copy surveys or petition forms. We may also collect your personal information if you attend one of our events (for example we may take your photo) or join our online community.

However, we may also collect your personal information through the use of contracted service providers who, for example, we might engage to conduct fundraising activities, run a petition, help us with data analytics, or provide us with information technology support and other services.

We ensure that third party contractors we engage are subject to appropriate privacy, security and confidentiality obligations, which require them to handle your information carefully – for example, through agreements that require third parties who handle personal information to maintain the confidentiality of the information we provide to them, and to comply with Australian privacy law.

We may also collect your personal information from publicly available sources (including via social media) or from third parties (for example, ACF Community Groups, other non-government organisations (NGOs), data companies, petition and social change platforms).

We will only collect personal information by lawful and fair means.

3. Automatically Collected Data

As you interact with our websites and other platforms, we may automatically collect other information about you, using various technologies, including:

- **Cookies:** We use cookies to improve your experience on our websites, such as by letting us keep you signed in on your device, and to tailor our communications effectively. Our contracted service providers may also use cookies, or information from cookies, to help us analyse how you use our websites. For example, these cookies may record mouse clicks, mouse movements, scrolling and similar activity so that we can better understand your interaction with our websites. On most browsers, you can control how we use your cookies through browser settings.
- **Third-party tools and services:** We use a variety of third-party analytics and optimisation services to improve our websites and enhance the visitor experience. For example, these services may record mouse clicks, mouse movements, scrolling activity, and similar interactions.
- **Pixels and other similar technologies:** We may use pixel tags and other similar technologies to, among other things, track the actions of users on our websites, measure the success of our marketing campaigns, and compile statistics about use of our websites and response rates. We may use third-party advertising companies to serve advertisements that may be of interest to you when you access and use our websites and other websites, based on information relating to your access to and use of our websites and other websites. These companies may place or recognise a tracking tool on your browser (including 'pixel tags').
- **Google Analytics:** We also use Google Analytics, which uses cookies and other similar technologies to collect anonymous information about our websites' use and to report website trends, without identifying individual visitors. You can learn about Google's practices by going to <https://www.google.com/policies/privacy/partners/>, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.
- **IP addresses and location:** We may collect your IP address, which is a number that is automatically assigned to the computer that you are using by your Internet Service Provider, which may be identified and logged automatically in our server log files whenever you access our websites, along with the time of your visit and the page(s) that you visited.

4. Use of AI Tools

We (and our contracted service providers) may use artificial intelligence (AI) tools to support analysis, personalisation, and communication. Where personal information is processed by these tools, it is used to enhance supporter engagement and operational efficiency, helping us to understand our supporters to better reach them.

Some AI-supported services may involve third-party providers who store or process personal information on secure servers, which may be located outside Australia. Where this occurs, ACF takes reasonable steps to ensure that your information is handled in accordance with the requirements of Australian privacy law.

5. Credit Card Information

When you choose to make a payment or donation using your credit card, the relevant details are securely transmitted to our trusted third-party payment processors for the sole purpose of completing the transaction. We use secure, PCI-DSS compliant platforms to process these transactions. All payment processing is conducted via encrypted and secure channels in accordance with industry standards. If you make a regular gift to us we will tokenise and store your credit card details for future payments.

6. Why we collect personal information

We collect personal information about you so we can:

- fulfill our role in advocating for, informing and educating the community and others about issues of environmental significance
- participate in relevant civic and political discussions and assist likeminded organisations (including ACF Community Groups) and our supporters to do so
- identify environmental breaches and highlight environmental and sustainability concerns
- notify individuals of our activities, events and campaigns and facilitate participation in those initiatives
- forge alliances and support likeminded organisations (including ACF Community Groups) to achieve environmental and sustainability outcomes, including by sharing information with them
- seek new members, supporters, donors, including through marketing activities, and processing, renewing and maintaining our memberships and subscription services, including the use of third parties
- increase our financial support, through various fundraising activities, in order to maintain and enhance our campaigning capacity
- build an understanding of your interests and habits to enable more relevant and effective engagement with you
- recruit, engage or manage staff, contractors, Board and Council members and volunteers
- receive, consider and respond to comments, questions, feedback, or complaints, in relation to any of our functions or activities
- comply with our obligations under an Australian law including, but not limited to,

Australian electoral law

- improve the performance of our website and microsites, and better understand visitor behaviour and engagement
- such other purposes identified at the time of collecting your information.

The personal information we collect enables you to interact with us, including to support our organisation, work with us, and to use our websites.

If we ask you for your personal information, you do not have to provide this to us. However, if you do not do so, it will be difficult for us to contact you and we may not be able to interact with you. For example, we may not be able to issue you with a receipt, offer you employment, or provide you with more information about our work.

7. How we use personal information

We use personal information to undertake or perform our functions and activities, including as described in the sections above.

We also maintain supporter profiles to help us understand how you engage with us and our content and improve the relevance of future communications. If you have previously interacted with us (for example, by submitting a form, making a donation, signing a petition, or clicking on a campaign email) we may link information we have collected about you or your behaviour to your supporter profile. We may also use your personal information to create personalised URLs so that we can create a customised landing page for you such as a donation form with some fields pre-populated.

8. The limited ways we may disclose personal information

We will only disclose your personal information for the purposes for which it was initially collected, purposes to which you have consented, or if the disclosure is otherwise permitted by the *Privacy Act 1988* (Cth). We will never sell your personal information to any third party. If we provide your personal information to any third parties, we ensure that they are subject to appropriate privacy, security and confidentiality obligations.

Any personal information you provide to us may be disclosed to entities who provide services to or for us, such as fundraising, mail, database, telephone, digital services, data analytics, audit, professional advice, payment processing and research services. We may also disclose your personal information to organisations with which we are engaging in a joint promotional activity.

We may disclose your personal information to our volunteers who assist with many of our tasks and to like-minded organisations, including ACF Community Groups, that we work with from time to time. We may also disclose your information to a government, government body, statutory authority or the like where this is required to comply with ACF's obligations under an Australian law.

We may also need to store or use personal information in a country other than Australia, usually because one of ACF's technical systems is located or needs to process data overseas or because a service provider is located overseas. We (and our service providers) sometimes use overseas or cloud storage facilities. Our commitment to safeguard your privacy includes taking steps to protect personal information disclosed overseas.

As at the last update of this Policy, the countries in which ACF discloses and/or stores personal information include the United States and Japan.

9. Keeping your information secure

We take reasonable steps to protect the personal information we hold from misuse, interference (including computer attacks) and loss, and from unauthorised access, modification or disclosure. This includes a range of technological, operational and physical measures to protect personal information.

We make sure our agreements with third parties are appropriate to ensure that any personal information we disclose to them will be protected against misuse and loss and from unauthorised access, modification, interference or disclosure.

If we, or third parties we engage with, no longer need your information, we will take reasonable steps to destroy or de-identify it or require those third parties to do so (unless required to retain it by law).

10. Anonymity and pseudonymity

When it is not impracticable or unlawful, you are welcome to interact with us without identifying yourself, or by using a pseudonym. Generally speaking, donations to ACF cannot be made anonymously or using a pseudonym due to our obligations under taxation, electoral and other laws.

11. How to access and correct your information

We take reasonable steps to ensure that your personal information is accurate, complete and up to date. Please advise us of any changes to your personal information to help us maintain accurate, complete and up-to-date information.

We will, on request, provide you with access to the personal information we hold about you, or will notify you of the basis for refusing to provide access to your personal information.

To request access to your personal information, or to update or correct your personal information, please contact us via the contact details provided below.

12. Notifiable data breaches scheme

In the event of any actual or suspected unauthorised access or disclosure of personal information we hold about you (including where information is lost in circumstances where unauthorised access or disclosure is likely to occur) that is likely to result in serious harm to you, we will investigate and notify you and the Office of the Australian Information Commissioner as soon as practicable, in accordance with the *Privacy Act 1988* (Cth).

13. Contact details and complaints

All queries or complaints regarding our privacy practices, or requests for access to, or correction of, your personal information should be directed to our Privacy Officer as follows:

ACF Privacy Officer
Australian Conservation Foundation
Floor 1, 60 Leicester St
Carlton VICTORIA, 3053
Tel: 1800 223 669
Email: privacy@acf.org.au

If you are making a complaint, you will need to provide us with sufficient details regarding your complaint as well as any supporting evidence and/or information. We will refer your complaint to our Privacy Officer who will investigate the issue and determine the steps that we will undertake to resolve your complaint.

If you are not satisfied with our determination, you can contact us to discuss your concerns or complain to the Office of the Australian Information Commissioner (OAIC) via www.oaic.gov.au/privacy/privacy-complaints.

14. How to stop receiving communications

If you would like to stop receiving communications from us, you can:

- Email us at donor.care@acf.org.au or
- Call the donor care team on 1800 223 669, Monday to Friday, 9:00 am to 5:00 pm.

15. Review and revisions to our Privacy Policy

We may make changes to this Policy.

We encourage you to periodically review this page for the latest information on our privacy practices and this Privacy Policy.

This policy was last updated in December 2025.

16. Document Information

TITLE: PRIVACY POLICY (2025 - 12)
VERSION: 2025 - 12

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