

DK MARKETING COMPANY PRIVACY POLICY

DK Marketing Pty Ltd trades as Australian Lottery Agents (ALA), Australian Lottery Office (ALO) and Australian 6/45 Lottery - Prize Payment Division (PPD). This privacy policy applies to DK Marketing Pty Ltd, ALA, ALO and PPD in accordance with its obligations both under 1) the Australian Privacy Principles (APPs) set out in the Privacy Act 1988 (Cth) in relation to the personal data it collects from all its customers from around the world, and in addition to the extent applicable, 2) the European Union (EU) General Data Protection Regulation (GDPR), where we process personal data relating to identifiable UK or EU residents.

HOW WE COLLECT CUSTOMER INFORMATION

We collect customer information in the following ways:

- when a customer submits their details via an order form;
- when a customer makes an enquiry;
- via third party mailing lists to which the customer has subscribed; or
- where a person has been referred to us by a customer to play a lottery.

The customer information we collect includes name, date of birth, title, gender, telephone number, email, postal address and credit card number.

HOW WE USE CUSTOMER INFORMATION

Customer information is used in the following ways:

- for the purpose to which it was collected as stated or reasonably apparent at the time of collection; or
- to fulfil our contract with a customer and provide our services; or
- where it is in our legitimate interests; or
- where it is permitted by law; or
- with a customer's consent.

For example, we use and disclose information to process customer orders, to respond to customer enquiries, and to provide further information of interest to customers.

We may be required to use or retain your personal information to comply with our legal obligations, including for tax purposes and in accordance with our lottery licence, which requires us to send order confirmations and draw results to our customers. We may also use your personal information in our legitimate interests as part of our measures to prevent fraudulent activities, as well as to analyse and enhance our processes, evaluate the effectiveness of our marketing activities and services and perform statistical and demographic analysis of our customers.

DIRECT MARKETING

Unless you were already part of our database legitimately collected or obtained prior to the commencement of the GDPR, we will obtain your consent to use your personal information for direct marketing activities by us or by other companies whose products or services may be of interest to you. You will be given the option to provide your consent including when you complete an order form, respond to a magazine advertisement or catalogue.

You can withdraw your consent or opt-out at any time that you request. If you would like to withdraw your consent to receive further offers from us or you wish to be permanently removed from our database or you wish your name to be no longer made available to other companies, please write your request to: Customer Service Manager, PO Box 36113, Winnellie NT, Australia 0821.

We may occasionally provide an opportunity for our customers to invite friend/s to receive promotional offers. If a friend is recommended by a customer, the friend will be contacted with a preliminary offer. If you are the friend and you do not reply to the preliminary offer, you will not be contacted again by our company. If you make an order from the preliminary offer, you will be given the option to provide your consent to being contacted by us and our partners with offers as above.

You are not obliged to provide your information however, the consequences of a failure to provide your information could result in us being unable to process your order because our lottery licence requires us to contact you to provide order confirmation and draw results. If you do not consent to us using your information for marketing purposes or opt-out, then there is no consequence to you other than not receiving updates regarding future promotions or activities that may interest you. We will need to send you order confirmations and draw results for any orders placed prior to your opt-out notice.

WINNERS DETAILS

All winners' details are kept confidential and will not be made public unless you have consented. If you are a winner and no longer wish for us to use your photo or comments in our promotional material, please write your request to: Customer Service Manager at PO Box 36113 Winnellie NT, Australia 0821.

WHERE WE DISCLOSE CUSTOMER INFORMATION (INCLUDING OVERSEAS DISCLOSURE)

We will disclose our company mailing list to other companies whose products or services may be of interest to the customer so that they can send you other offers. Some of these companies may be located in different countries to your home country, including in Australia, Canada, France, Germany, The Philippines, Serbia, Singapore, and Switzerland. In all instances of disclosure we shall ensure that the transfer of your personal data is carried out in accordance with all applicable privacy and personal data protection laws.

We may also disclose customer information to:

- advisors, lawyers and accountants, in the management of our business;
- employees or contractors to provide, bill, or deliver our products, professional advisors and payment system operators;
- our related companies based in Australia which provide IT services and marketing services to us;
- third parties where it is necessary to protect any person or our rights or property, or as required by law or by a court or tribunal order;
- governing bodies responsible for the administration of events related to our business.

HOW LONG WE HOLD YOUR INFORMATION

Except if your information is required to be retained by law, we will hold your information for as long as you retain an account with us, or until you notify us that you no longer wish to hold your account or until you request that we erase your data.

YOUR RIGHTS

To the extent permitted by law, you have the right to request access to or update or correct your personal information at any time by contacting us as by phone on +61 889 488 006 or by mail at PO Box 36113, Winnellie NT, Australia 0821.

UK + EU residents also have the following additional rights:

- the right to request that we erase their personal data (right to be forgotten);
- the right to obtain a copy of their personal data on request;
- the right to transfer their personal data to another person or entity (right of data portability)
- the right to restrict or object to processing, or withdraw consent to processing; and
- the right to lodge a complaint with a supervisory authority (see below).

CONCERNS AND COMPLAINTS

If you have any questions regarding this Privacy Policy or the practices of DK Marketing, ALA, ALO and PPD with respect to personal information or your dealings with us, you can contact our Customer Service Manager as follows:

Telephone: +61 889 488 006

Mail: PO Box 36113, Winnellie NT, Australia 0821.

We take complaints seriously and will make every effort to address your query or concerns with a reasonable timeframe. We will respond to you in writing setting out the outcome of our investigation and the steps we take to deal with your complaint.

If you are not satisfied with the high level of customer service we provide and your concern remains unaddressed, you may make a complaint to the Office of the Australian Information Commissioner (OAIC) (see website at www.oaic.gov.au) or the local regulator in your jurisdiction in Europe, as applicable.

RESPONSIBLE GAMING POLICY

We conduct a responsible gaming policy. Customers may opt out of receiving future mail promotions at any time. If you have any concerns or queries relating to your participation in lottery games offered by our company, please contact our Customer Service Manager (see details above). Alternatively, you can contact the Director-General, Licensing NT, Department of Business, GPO Box 1154 Darwin NT 0801 Australia.

