

## Privacy Policy

Major Minor Music Australia Pty Ltd (ABN: 77 679 560 180 7) (**MMMA**) runs the Australian Children's Music Awards (awards ceremony) as well as a subscription based platform. In conducting our business we may collect, use, disclose, and otherwise handle your personal information.

We are committed to protecting your personal information and meeting the standards set out in the *Privacy Act 1988* (Cth) (the **Act**), including the Australian Privacy Principles (**APPs**). This Privacy Policy sets out how we collect, use, disclose and otherwise handle personal information.

### **Collection of personal information**

#### **What is personal information?**

Personal information means any information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether that information is true or not and whether it is recorded in a material form or not.

Sensitive information is a subset of personal information that includes information about your race or ethnic origins, political opinions, religious or philosophical beliefs, trade union membership, or details of health, disability or sexual activity or orientation. We generally do not ask for sensitive information but may do so where it is reasonably necessary for our functions and activities and permitted or required by law. Generally, we will only collect sensitive information where you have consented to our collecting that information, including where you voluntarily submit such information to us.

#### **What personal information we collect and hold**

The personal information we collect about you will depend on the nature of our relationship with you. We may collect:

- your name, address, email, phone number(s) and emergency contact details;
- your age, date of birth, gender;
- payment, credit card and/or bank account details;
- photographs, film and/or audio recordings of you where you attend an MMMA affiliated event, attend our premises, and
- your interests, opinions about our brands and services, or other information relevant to promotions and activities that MMMA runs and to your engagement with MMMA, such as information contained in competition entries, job applications, on-air interactions, complaints and enquiries.

### **Why we collect personal information**

Generally, we collect your personal information to provide you with products or services and to manage our relationship with you.

We also collect personal information for research and marketing purposes and to provide you with information about events, products and services (both our own and those of other companies that may be of interest to you), to improve the services we provide, to run various competitions and trade promotions, and to provide you with payment receipts.

Where lawful and practical, you may deal with us anonymously or use a pseudonym. However, if you do not provide us with your personal information, we might not be able to provide you with some or all of our products and services (for example, if we require your details in connection with a competition we are running, we cannot provide you with a prize should you be a prize winner and we cannot contact you).

## **How we collect Personal Information**

We collect personal information directly from you when you interact with us, for example when:

- you submit an entry into a competition
- you subscribe to a member database or email newsletter;
- you send us an email, contact us through our websites.
- you purchase products or services from us;
- you participate in a research survey;
- you call us; or
- you attend an event or activity that we organise, sponsor, or are otherwise affiliated with.

## **Cookies, web beacons and device identifiers**

We use cookies, web beacons and device identifiers to understand how users interact with our Platforms, to personalise content, advertise and to improve user experience. Cookies are information stored on your computer's hard disk. Web beacons are tiny graphics that sit on web pages. Device identifiers are set by your mobile phone, tablet, desktop computer, set-top box, smart TV or other digital hardware.

Cookies, web beacons and device identifiers allow us to collect certain information including your IP address or other unique identifiers for the devices you use to access our Platforms (such as mobile phones, tablets, and desktop computers) and to track how your interaction with the pages and content on our Platforms.

Most web-browsers are set to accept cookies, but you can set your web-browser to refuse cookies. If you reject cookies, you will not be able to use some of the functionality on our Platforms.

## **Our use and disclosure of personal information**

### **Use of personal information**

How we use your personal information will depend on the nature of our relationship with you. We may use your personal information for the following purposes:

- to provide you with our products or services;
- to manage our relationship with you;
- to administer online based services and products and to monitor your activity on these services and products;
- to facilitate administration of, and your participation in, a trade promotion, competition or other activity;
- to facilitate administration of, and your participation in, a member database; **(See: Kiindred and Kiin Creators Family Choice Award)**
- to facilitate administration of, and your participation in, an online subscription newsletter;
- to monitor your purchase history and our relationship with you;
- to identify and inform you about other products or services that may be of interest to you;
- to market, improve and add to our products and services including our Platforms and our broadcast and digital products and services; and
- to report to our clients on the results of our research surveys (while personal information is used to compile these reports, only aggregated, de-identified data is given to our clients).

### **Disclosure of personal information**

We may disclose your personal information to:

- our related bodies corporate;
- third parties engaged by us to provide functions on our behalf (such as storing and managing databases, processing credit card information, mailouts, debt collection, marketing research and advertising), some of which may be located overseas.
- third parties to whom you authorise us to disclose your personal information; and
- our sponsors and promotions partners where you have expressly consented ("opted in") to being contacted by them.
  - **The Kiindred and Kiin Creators Family Choice Award** In the case of the newly formed Kiindred and Kiin Creators Family Choice Award, emails collected at point of entry, whether on the MMMA website or the Kiindred and Kiin portal, will be shared for promotional use between Major Minor Music Australia and Kiindred and Kiin as per the award partnership

To protect your privacy, wherever practical we impose contractual obligations of security and confidentiality on third parties to whom we disclose your personal information.

### **Direct marketing opt-out**

If we have collected your Personal Information, we provide opt-out or unsubscribe links on all our direct marketing communications including email unsubscribe links or SMS opt-out links. If you no longer wish to receive direct marketing or other communications from us entirely, please contact us using our details below so that we can update our records.

### **Other ways we handle personal information**

## **Data quality**

We take reasonable steps to ensure the personal information we collect, use and disclose is accurate, complete, relevant and up-to-date.

If you believe the personal information we hold about you is incorrect or out-of-date, please contact us on the details below so we can update our records.

## **Data security**

We take reasonable steps to ensure that the personal information we hold about you is protected from misuse, interference and loss and from unauthorised access, modification or disclosure.

We store your personal information in secure computer storage facilities and paper based files, and in other records. We engage third party service providers to assist in storing and processing certain types of personal information for us. Some of these service providers may be located overseas, including in Canada, Singapore and the USA.

## **Access and correction**

If you wish to request access to, or correction of, any personal information we may hold about you, please contact us on the details below.

Generally, we will provide you with access to your personal information unless one of the exceptions set out in the APPs applies to your request, such as where providing access would unreasonably impact on the privacy of others. If one of these exceptions applies, we may, if reasonable, provide access to the personal information in a way that meets our needs and yours (for example by giving you access through a mutually agreed intermediary), although this will not always be possible.

We may charge a fee for giving access to personal information which reflects our costs of providing access.

If we refuse your request for access to, or correction of, your personal information, we will provide you with written notification of our decision and our reasons for reaching that decision. If we refuse your request to correct your personal information, you can request that we associate with that information a statement that you believe it to be inaccurate, out-of-date, irrelevant or misleading.

### **Member account deletion**

If you close your account or ask us to close your account, we will delete or anonymise your personal information so it no longer identifies you, unless we're required to keep or use your personal information for a legally justifiable reason. For example, we are required to maintain records to comply with legal, tax, audit and accounting obligations, and for dispute resolution purposes.

### **More information and complaints**

For more information on how we handle your personal information, or if you are concerned that we may have breached your privacy and wish to make a complaint, please contact us on the details below.

We will take any privacy complaint seriously, and we aim to resolve all complaints in a timely and efficient manner. We request that you cooperate with us during this process and provide us with relevant information we may require.

We expect our procedures will deal fairly and promptly with your complaint. However, if you are unsatisfied with our response, you can make a complaint to the Office of the Australian Information Commissioner (**OAIC**) by calling 1300 363 992 or visiting the OAIC website at [www.oaic.gov.au](http://www.oaic.gov.au).

### **Contact us**

Email: [info@mma.com.au](mailto:info@mma.com.au)

## **Changes to our Privacy Policy**

We review this Privacy Policy from time to time to ensure it accurately reflects our practices and procedures as well as any changes in the law. We will notify you of any changes to this Policy by posting an amended version on our website ([www.mma.com.au](http://www.mma.com.au)), and changes will take effect from the date of posting.

Last updated: 29.07.25