

Privacy Statement

Burswood Park Board is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Privacy Statement applies to the Burswood Park (Board) website and governs data collection and usage. By using our website, you consent to the data practices described in this statement.

Collection of personal information

Burswood Park Board may collect personally identifiable information (such as your name, email address or phone number). We may also collect anonymous demographic information via your use of our website that is not unique to you (such as your postcode).

There is also information about your computer hardware and software that is automatically collected by Burswood Park Board. This information can include your IP address, browser type, domain names, access times and referring website addresses. This information is used by Burswood Park Board for the operation of our services, to maintain quality of our services, and to provide general statistics regarding use of the Burswood Park (Board) website.

If you directly disclose personally identifiable information or personally sensitive data through Burswood Park Board's social media platforms (for example, Facebook), this information may be collected and used by others.

To opt out of information collected by Burswood Park Board through Google Analytics, you can download and install the Google Analytics Opt-out Browser add-on for your web browser, or to alter the advertisements you see in your browser from information collected, you can alter your ad settings.

Burswood Park Board encourages you to review the privacy statements of websites you choose to link to from our website, so that you can understand how those websites collect, use and share your information. Burswood Park Board is not responsible for the privacy statements or other content on websites outside of the Burswood Park (Board) website.

Use of personal information

Burswood Park Board collects and uses your personal information to operate the Burswood Park (Board) website and to deliver our services to the community. Burswood Park Board may also use your personally identifiable information to inform you of other events or services available in the park, or from Burswood Park Board and its affiliates. Burswood Park Board may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Burswood Park Board does not sell, rent or lease its user lists to third parties. Burswood Park Board may, from time to time, contact you on behalf of our (external) business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, phone number) is not transferred to the third party. In addition, Burswood Park Board may share data with trusted partners to help us perform statistical analysis, send you emails, provide visitor or user support, or other matters. All such, third



parties are prohibited from using your personal information except to provide these services to Burswood Park Board, and they are required to maintain the confidentiality of your information.

Burswood Park Board keeps track of the websites and pages our users visit in order to determine which of our services are the most popular. This data is used to deliver customised content (including advertising and promotion) to park visitors whose behaviour indicates that they are interested in a particular topic or area.

The Burswood Park (Board) website will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on Burswood Park Board or the site; (b) protect and defend the rights or property of Burswood Park Board; and (c) act under exigent circumstances to protect the personal safety of users of the website, or the public.

Use of cookies

The Burswood Park (Board) website may use 'cookies' to help personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalise Burswood Park (Board) website pages, a cookie helps to recall your specific information on subsequent visits. When you return to the same Burswood Park (Board) website, the information you previously provided can be retrieved, so you can easily use the features you customised.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Burswood Park Board services or websites you visit.

Security of personal information

Burswood Park Board secures your personal information from unauthorised access, use or disclosure. Burswood Park Board secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure.

Changes to this statement

Burswood Park Board will occasionally update this Privacy Statement to reflect our organisation and visitor feedback. Burswood Park Board encourages you to periodically review this Statement to be informed of how Burswood Park Board is protecting your information.

Contact information

Burswood Park Board welcomes your comments regarding this Privacy. If you believe that Burswood Park Board has not adhered to this, please let us know.