

PRIVACY COLLECTION STATEMENT

OWNERS

PRIVACY

1. PRIVACY STATEMENT

Who are we?

- 1.1. Racing Victoria Limited (ACN 096 917 930) (**Racing Victoria**) is the Principal Racing Authority governing thoroughbred racing in Victoria. Racing Victoria collects, holds, uses and discloses your personal information in connection with your application and role as an owner of a Victorian Thoroughbred horse (**Owner**) including in relation your membership to the Victorian Owners Gold Card (**VOGC**) scheme.

How do we collect your personal information?

- 1.2. Racing Victoria may collect your personal information directly from you or from Racing Australia Limited (ABN 89 105 994 330 21) (**Racing Australia**) depending on which form you complete in your route to become an Owner and member of the VOGC scheme.
- 1.3. Racing Victoria may also collect and combine personal information about you from other third parties or public sources (e.g. ABS census data).

What personal information do we collect?

- 1.4. Racing Victoria has collected, your personal information, including your name, contact details, signature and credit card/bank details.
- 1.5. We may also have collected, personal information about you which may be considered sensitive or protected under applicable laws (such information may include criminal convictions and/or pending charges against you under legislation, the Rules of Racing of Racing Victoria or the Rules of another Principal Racing Authority (**Criminal and Disciplinary Record**)) that you may provide in this form or under your ongoing disclosure obligations (if applicable).

Why do we collect, store and use your personal information?

- 1.6. The purposes of collecting, storing and using your personal information include to:
- a) identify you;
 - b) assess and determine whether you satisfy the criteria to be eligible as an Owner and member of the VOGC scheme;
 - c) supervise and facilitate the administration of racing;
 - d) protect the integrity of the sport;
 - e) enable the payment of prize money;
 - f) ensure compliance with the Rules of Racing of Racing Victoria;
 - g) provide any applicable privileges and impose any applicable restrictions under the VOGC scheme;
 - h) generally manage and administer your membership to the VOGC scheme; and

- i) generate consumer insights about you in order to better understand your preferences and interests, tailor your experience and enhance the products and services supplied to you including under the VOGC scheme; and
- j) communicate with you (including via direct mail, telephone, email, SMS or other digital means) regarding matters that relate to your role as an Owner and the VOGC scheme or otherwise in accordance with your direct marketing preferences (see further details below).

Direct marketing – Owner Communications

As part of your membership package to the VOGC scheme and as an Owner, we also use your personal information to send you the following marketing communications:

What	Content included
Owner Notification	<p>Owner notifications relate to your ownership of a Victorian Thoroughbred horse. This may include:</p> <ul style="list-style-type: none"> • your race acceptances; • race results; • the Victorian Owners and Breeders Incentive Scheme (VOBIS); • Racing Victoria's equine welfare programs; • Syndicate renewals; • Jockey Silks renewals; and • other notifications which are relevant to you, as an Owner, as they arise; <p>Owner notifications may also include promotions which are related to your role as an Owner, or affect Owners, in relation to:</p> <ul style="list-style-type: none"> • Victorian racing clubs, their racedays, events and products; • Victorian Thoroughbred Racing IMB Pty Ltd (VTRIMB) brands, including Racing.com, Racing Photos, Best Bets and Winning Post; and • other relevant new VTRI initiatives or external partnerships.
Owner Newsletter	<p>The Owners' newsletter contains:</p> <ul style="list-style-type: none"> • general information relating to being an Owner and updates and news regarding the VOGC scheme and membership offers and promotions; • Victorian Thoroughbred Racing Industry (VTRI) news and promotions which may relate to the VOGC scheme and VOBIS; • Racing Victoria's equine welfare programs and initiatives; and • VTRI participants and participant programs. <p>The Owners' Newsletter may also contain other news and promotions which are related to your role as an Owner, or affect Owners, in relation to:</p>

	<ul style="list-style-type: none"> • The All-Star Mile campaign and competitions; • Racing Victoria events; other Racing Victoria programs of interest to Victorian Thoroughbred Owners; • Victorian racing clubs and their racedays, events and products; and • VTRIMB brands, including Racing.com, Racing Photos, Best Bets and Winning Post.
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Direct marketing – Other Communications

In addition to the Owner Communications, we also use your personal information to send you other marketing communications which you opt-in to receiving or otherwise subscribe to. These may include:

What	Content included
All-Star Mile Updates, News and Promotions	<p>News, updates and promotions from Racing Victoria relating to The All-Star Mile and its associated events and external partners, including:</p> <ul style="list-style-type: none"> • competition notifications, campaign promotions, newsletters, event invitations, sponsor promotions; • product promotions (e.g. merchandise); and • Victorian racing clubs' memberships, racedays and events.
Victorian Racing Newsletter	<p>The Victorian Racing Newsletter contains news, updates, research and promotions from Racing Victoria relating to the Victorian Thoroughbred Racing Industry (VTRI), including:</p> <ul style="list-style-type: none"> • information about Victorian racing clubs and their racedays, racing events and racing products; • The All-Star Mile race and competitions; • Victorian Thoroughbred Racing IMB Pty Ltd (VTRIMB) brands, including Racing.com, Racing Photos, Best Bets and Winning Post; • Racing Victoria's equine welfare programs; • Racing Victoria's events; • VTRI participants and participant programs; and • any new VTRI initiatives.

Opting-out of direct marketing communications

You are always in control of the direct marketing communications which you receive from Racing Victoria and can opt-out or resubscribe at any time using the following methods.

What	How
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Unsubscribe	<p>You can opt-out of specific mailing lists and subscriptions by following the relevant opt-out or unsubscribe instructions in the relevant communication.</p> <p>Importantly, even if you opt out from receiving specific mailing lists and subscriptions, this does not mean you are opted out from receiving all direct marketing communications from Racing Victoria in respect of your role as an Owner or your membership of the VOGC scheme.</p>
Preference Centre	<p>You can manage your preferences and opt-out of:</p> <ul style="list-style-type: none"> • all direct marketing communications from Racing Victoria in respect of your role as an Owner or your membership of the VOGC scheme; or • specific mailing lists and subscriptions, <p>via our preference centre. You can access our preference centre within our email communications with you.</p>
Contact us	<p>You can also opt-out of direct marketing communications by contacting us via the contact details below.</p>

Importantly, regardless of whether you opt out from receiving any or all direct marketing communications, we will still communicate with you if we are required by law to provide you with information, or to provide you with specific factual information in relation to the VOGC program (such as information regarding race acceptances or race results).

Sharing your personal information with others for direct marketing

- 1.7. Subject to you receiving your express consent to do so, we may disclose your personal information to other third parties such as VTRIMB for direct marketing purposes. Such third parties will handle your personal information in accordance with its own privacy policy. You can opt-out of receiving direct marketing directly from such third parties by following the unsubscribe process in the relevant communication.

What happens if you do not want to provide your personal information?

- 1.8. If your personal information is not collected by Racing Victoria (or Racing Australia on behalf of Racing Victoria), we may not be able to:
- a) process your application, which may result in your application being delayed or refused;
 - b) perform our ongoing regulatory responsibilities, including to ensure the integrity of the VTRI; and/or
 - c) inform you about matters relating to which relate to you, as an Owner.

Who will we share your personal information with?

- 1.9. Racing Victoria may also obtain personal (including sensitive) information about you from, or disclose your personal information to, third parties such as enforcement bodies, government authorities, other racing control bodies (including harness and greyhound controlling bodies) in the States and Territories of Australia and overseas, and to other persons for any of the purposes described above or as otherwise permitted by law.
- 1.10. Your personal (including sensitive) information will also be disclosed to:
- a) Racing Australia in order for them to perform their role under the Australian Rules of Racing;
 - b) other PRA's (including Racing New South Wales (ABN 86 281 604 417 22), Racing and Wagering Western Australia (ABN 21 347 055 603), Thoroughbred Racing SA Limited (ACN 094 475 939), Tasracing Pty Limited (ACN 137 188 286), Thoroughbred Racing NT Incorporated (ABN 15 688 350 211), Canberra Racing Club Incorporated (21 423 896 409) and Racing Queensland Limited (ACN 142 786 874)) for the purpose of administration of thoroughbred racing in Australia; and
 - c) any third party providing services to Racing Victoria in connection with your application and role as an Owner, your membership of the VOGC scheme and otherwise as specified in our Privacy Policy.

How can you find out more information?

- 1.11. We otherwise use, disclose and handle your personal information in accordance with our Privacy Policy available at <https://www.racingvictoria.com.au/privacy-policy>. Our Privacy Policy sets out information about:
- a) how you may access and seek correction of your personal information held by us;
 - b) how you may raise a privacy concern with us and how it will be dealt with; and
 - c) any disclosures of your personal information to overseas entities and if so, the countries in which such overseas entities are likely to be located.
- 1.12. If you are concerned about a possible interference with your privacy or have any questions about this privacy collection statement, please contact Racing Victoria's Privacy Officer via one of the following options:
- a) Mail: Racing Victoria Privacy Officer, Racing Victoria, 400 Epsom Road, Flemington, Victoria, 3031
 - b) Telephone: 1300 139 401
 - c) Email: privacyofficer@racingvictoria.net.au.

