

Policy - Privacy

Preamble

Eastern Community Broadcasters Inc. (3ECB), broadcasting as Radio Eastern FM, is a community radio station committed to providing quality broadcast services live-to-air to listeners in the outer eastern suburbs of Melbourne, and to the world via our internet streaming service. This policy outlines our ongoing obligations to you in respect of how we manage your stored personal information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Commonwealth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your personal information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at:

www.oaic.gov.au/assets/privacy/australian-privacy-principles/the-australian-privacy-principles.pdf

As a broadcaster, though, we have a privacy environment with unique risks that don't exist in a lot of businesses. We therefore also adhere to separate sets of guidelines that describe how this radio station ensures that it manages privacy during broadcasts to air. See the "Privacy Guidelines for Broadcasters" from the Australian Communications and Media Authority, at:

www.acma.gov.au/publications/2016-09/guide/privacy-guidelines-broadcasters

and the "Community Radio Broadcasting Codes of Practice", at:

www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice

Personal Information and why we collect it

Personal information is information or an opinion that identifies an individual. Examples of personal information we collect include names, addresses, email addresses, phone and facsimile numbers, community affiliations, club memberships and music preferences.

This personal information is obtained in many ways including interviews, correspondence, membership application forms, training application forms, by telephone and facsimile, by email, via our website www.radioeasternfm.com.au, via your website, from media and publications and from third parties. We don't guarantee website links or policies of authorised third parties.

We collect your personal information for the primary purposes of providing:

- Providing broadcasting, volunteering and membership services to you
- Providing information to our members and listeners
- Marketing.

We may also use your personal information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure, such as:

- To record your answers to an on-air quiz
- To receive a music request from you.

When we collect personal information we will usually, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Unsubscribing from Mailing Lists

You may unsubscribe from our mailing lists at any time by contacting us in writing, or in person after showing a valid identification.

Sensitive Information

Sensitive information is defined in the Privacy Act. Radio Eastern FM includes in this category such things as information or opinion about an individual's:

- Racial or ethnic origin
- Political opinions
- Membership of a political association or party
- Religious or philosophical beliefs
- Membership of a trade union or other professional body
- Criminal record
- Sexual orientation or gender assignment
- Status as a victim of a crime
- Health information.

Interviewees being broadcast live-to-air will not be obliged to release any sensitive information about themselves, even if asked directly for such information by the interviewer. The interviewer may, however, take reasonable steps to obtain permission beforehand from the interviewee to discuss such information in the event that both agree that it is relevant and appropriate to the content and topic of the interview.

Interviewees will be advised by interviewers not to release sensitive information about third parties without explicit written permission from the third party, or unless that information is already widespread in the public domain.

Sensitive information about people under the age of 18 years will be treated with particular caution and care.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent
- Where required or authorised by law.

Third Parties

Where reasonable and practicable to do so, we will collect your personal information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party so that you may check its accuracy or so that you may advise us not to use the information or to destroy our records of it.

Disclosure of Personal Information

Your personal information may be disclosed in some circumstances including the following:

- Third parties where you consent to the use or disclosure; or
- Where required or authorised by law.

We will respect your legitimate right to protection from unjustified use of material which is obtained without consent or through an invasion of privacy. We will only broadcast the words of an identifiable person where:

- i. That person has been told in advance that the words may be broadcast, or
- ii. It was clearly indicated at the time the recording was made that the material would be broadcast, or
- iii. In the case of words that have been recorded without the knowledge of a person, that person has indicated his/her agreement prior to broadcast.

Security of Personal Information

Your personal information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

When your personal information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your personal information. However, most of the personal information is or will be stored in client files which will be kept by us for a minimum of 7 years.

Accessing your own Personal Information and Updates to your own Personal Information

You may access the personal information we hold about you and you may update and/or correct it, subject to certain exceptions. If you wish to access your personal information, please contact us in writing, or in person after providing a valid identification document.

Radio Eastern FM will not charge any fee for your access request, and will not charge an administrative fee for providing a copy of your personal information.

In order to protect your personal information we may require valid identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information

It is important to us that your personal information is up to date. We will take reasonable steps to make sure that your personal information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Policy Updates

This policy may change from time to time due to changes in our business practices or in response to changes to relevant privacy legislation. This policy is available on our website.

Complaints and Enquiries about this Policy - Privacy

If you have any queries or complaints about our Privacy Policy please contact us at:

Street address: Radio Eastern FM
23 Hull Road
Croydon
Victoria 3136
Australia

Phone: (03) 9722 9981

Email: reception@radioeasternfm.com.au

Related Policies and Procedures:

Policy – Complaints

Procedure – Complaints

Policy – Defamation

Policy – Interviews with Subject Matter Experts

Policy – Membership of 3ECB

Policy – Training

Policy – Volunteering

Procedure – Incoming Calls Associated with On Air Programmes