

# PRIVACY POLICY FOR *OH! MAGAZINE*, AS AT 1 JULY 2013

## What information do we collect about you?

The information we collect falls into two categories:

1. personal information you voluntarily supply when you subscribe, order, complete a survey, or provide your email address; and
2. tracking information collected as you navigate through our site.

## Paid Opportunities, Services and Products

While our website and magazine access is free, we do sell opportunities to advertise and/or customise the publication. To enable the purchase of these and other opportunities, we may collect and store billing information. This information will only be shared with third parties who perform tasks required to complete the transaction. Examples of this include fulfilling orders and processing credit card payments.

## Reader Surveys, Reader Panels and Market Research

*OH! Magazine* may collect personal information from readers in connection with voluntary surveys. Data may be collected on our website, on the phone or via email. Readers are primarily contacted via email, which link to online surveys, but may occasionally be contacted by telephone or mail. All survey data is reported and/or used in aggregate form only, and no personally identifiable information is released.

## Aggregate Information Collected Through Technology

- **Cookies and Other Technologies:** As is standard practice on many websites, *OH! Magazine* may use “cookies” and other technologies to recognise you to help us understand which parts of our website are the most popular, where our visitors are going and how much time they spend there. We may use Google analytics to do some of this collection. We reserve the right to change the vendors who provide us with usage data.
- **IP Addresses:** We use the IP address log in an aggregate fashion to track access to our site. Log data is used in aggregate to analyse usage of our website.

## What do we do with the information we gather about you?

**Statistical Analysis:** *OH! Magazine* may perform statistical, demographic and marketing analyses of subscribers, and their subscribing and purchasing patterns, for marketing and customer service purposes.

**Products and Services from *OH! Magazine*:** From time to time, we may provide customers with information and offers about other products offered by *OH! Magazine* including subscriptions, back issues and renewals. This information will only be shared internally. If you do not wish to receive such information and offers, you may opt-out.

**Email Newsletters:** If you choose to receive them, *OH! Magazine* may periodically send you email newsletters or promotional email about services offered by *OH! Magazine* and/or occasionally events that *OH! Magazine* participates in.

*OH! Magazine* fully complies with the federal SPAM Act of 2003. We will not share, sell, rent, swap or authorise any third party to use your email address. If you feel you have received an email from us in error, please contact [privacy \[at\] ohmagazine.com.au](mailto:privacy[at]ohmagazine.com.au)

## Account and Service-Related Email

*OH! Magazine* reserves the right to send you email relating to your subscription status. This includes order confirmations, renewal/expiration notices, notices of account problems, other transactional emails and notifications about major changes to our website and/or to our Privacy Policy. If you have registered for online discussions or other services, you may receive email specific to your participation in those activities.

## **Digital Magazine**

If you no longer wish to receive the online publication (which may be titled *OH! Magazine* or a customised version of *OH! Magazine*), simply email [havingfun@ohmagazine.com.au](mailto:havingfun@ohmagazine.com.au) with the word "UNSUBSCRIBE" in the subject line.

## **Survey Email**

We may send you an email inviting you to participate in reader surveys. Reader surveys greatly help us to improve our web site and magazine, and any information we obtain in such surveys will not be shared with third parties.

## **Emails From You**

If you send us email, you should be aware that information disclosed in email may not be secure or encrypted and thus may be available to others. We suggest that you exercise caution when deciding to disclose any personal or confidential information via email. We will use your email address to respond directly to your questions or comments.

## **With whom do we share the information we gathered?**

*OH! Magazine* will not sell, rent, swap or authorise any third party to use your email address without your permission.

## **Service Providers**

We may contract external companies to provide services on our behalf, including credit card and billing processing, shipping, and website analytics. We provide these companies only with the information they need to perform their services. These service providers are restricted from using this data in any way other than to provide services for *OH! Magazine*, and they may not share or resell this data.

## **How to opt-out from receiving promotional offers**

### **Email Promotions**

If, at any time, you prefer not to receive email marketing information from us, simply email [havingfun@ohmagazine.com.au](mailto:havingfun@ohmagazine.com.au) with the word "UNSUBSCRIBE" in the subject line.

If you experience difficulty with the unsubscribe process, feel free to contact us at [privacy \[at\] ohmagazine.com.au](mailto:privacy@ohmagazine.com.au) and provide your email address along with the name of the magazine in which you would like to unsubscribe.

## **Is your information protected?**

### **Data Security**

We use reasonable precautions to protect our users' personal information and to store it securely.

### **Children Under 13**

We do not intentionally collect any personally identifiable information from individuals under the age of 13 and we will make every effort to delete any details of such users where a parent or guardian has informed us that these details have been collected.

## **Changes to This Policy**

This Privacy Policy may be amended from time to time. Any such changes will be posted on the link where you found this page: [www.ohmagazine.com.au/privacypolicy.pdf](http://www.ohmagazine.com.au/privacypolicy.pdf)