



## **Purkle Membership Collection Statement**

(Required under Australian Privacy Principle ("APP") 5)

Purkle owned and operated by Ovation Research Pty Limited (ABN 78 128 328 469) ("Purkle/we/us") will collect, store and use your personal information pursuant to the terms of this Collection Statement and our [Privacy Policy](#).

### *Uses of your personal information*

The primary purpose for which Purkle is collecting your personal information is to manage your dealings with us as a Purkle member such as to enable us to provide you with opportunities to participate in Offers\* and to facilitate the redemption of your Purkle Dollars\*.

You agree that we may also use your personal information for related secondary purposes including:

- to allow the third parties we deal with to promote their products and services to you (including through direct mail);
- to assist in identifying ways in which we can provide you with a better service, or enhance your experience of our membership program or other services;
- to promote our products and services to you;
- to allow our related companies from the TEG Pty Limited (TEG) group to promote their products and services to you and those of their partners, for business research and the development of new products and services;
- to facilitate the competitions, special offers and promotions that we or our partners run;
- to display content and advertising that are customised to your interests, preferences & experiences;
- to verify your identity;
- so that we can respond to inquiries;
- to comply with our legal and regulatory obligations and enforce our legal rights; and
- to fulfil any other purpose as expressly listed in our [Privacy Policy](#).

If you don't provide us with the personal information requested or the information provided is incorrect or incomplete, this could impact the level of service we are able to provide to you. For example, we may not be able to send you opportunities to participate in Offers; or facilitate your request(s) for redemption of your Purkle Dollars.

### *Disclosures of your personal information to third parties*

We may disclose your personal information to the following organisations for the purposes described above (as well as otherwise permitted or required under Australian law):

- organisations who are involved with or participating in an Offer (for example, our client who is making the Offer available via Purkle) or providing a Reward (including Merchants);
- other companies or individuals Purkle engages to perform functions on behalf of Purkle such as for production functions, mailing of information or Rewards or other gifts/offers/prizes, printing functions, data analysis, data washing/processing, telemarketing, research, and advertising;

- direct mail companies (so that the third parties we deal with can promote their products and services to you via direct mail);
- other TEG Group companies and their contractors (such as data management providers). TEG Group companies include Ticketek Pty Ltd, TEG Live Pty Ltd, Eventopia Pty Ltd and any entities that may in the future become part of the TEG Group of companies or in TEG may have an interest. Purkle may disclose your personal information to these entities for the purposes of, for example, ensuring that information collected is accurate, complete and up-to-date, producing anonymised and aggregated information for the benefit of other TEG Group companies, and enabling us and other TEG Group companies to better understand and meet your needs and interests; and
- any other organisation as expressly covered in our [Privacy Policy](#).

#### *Disclosures of your personal information to overseas recipients*

Some recipients to whom we disclose your personal information may be based overseas, such as our service providers including cloud storage providers. It is not practicable to list every country in which such recipients are located but such countries may include the United States of America, Japan and New Zealand.

By accepting this Collection Statement, you consent to us disclosing your personal information to overseas recipients.

#### *Purkle' Privacy Policy*

Please see Purkle' Privacy Policy for further details regarding:

- a) how you may access or correct any of your personal information collected by Purkle; and
- b) how you may lodge a complaint with Purkle for a breach of any APP or APP code, and how Purkle will action such complaint.

If you have any queries, concerns or other questions regarding Purkle' collection of your personal information, please contact our Privacy Officer at [privacy@ovation-teg.com](mailto:privacy@ovation-teg.com).

The terms 'Offer', 'Merchant', 'Dollars' and 'Reward' are defined in the Terms and Conditions of Membership