

Sportsbet's data retention and disposal requirements – June 2016

As part of your contractual dealings with Sportsbet, you may in certain limited circumstances be provided with sensitive data, which includes personal information (**PI**) as defined in the *Privacy Act 1998* (Cth) (**Privacy Act**) (**Sensitive Data**).¹

Sportsbet requires that third parties handle Sensitive Data carefully and in accordance with their obligations, including under the *Privacy Act*. This includes data retention and disposal obligations. Depending on the particular type(s) of Sensitive Data you may receive, you may have additional legal obligations to comply with (including under any agreement you have with Sportsbet). To assist you, we have set out below some 'golden rules' outlining what Sensitive Data is and a high level description of your data retention and disposal obligations.

What is Sensitive Data?

Sensitive Data can be broadly divided into two categories – they are:

- **PI**, which includes a person's:
 - name, gender, date of birth and home address
 - photographs or images
 - personally submitted preferences
 - bank account and credit card information
 - financial information
 - other identity verification information
- **Commercially sensitive information**, which includes information of a confidential nature such as:
 - Sportsbet's statistical and analytical data
 - Sportsbet's strategic information (e.g. product development information, marketing and brand strategy documents)
 - Any other information which is described as confidential, or that you ought to reasonably understand as being of a confidential nature

Sensitive Data retention obligations

Sensitive Data must only be retained where it is necessary for a business, legal or regulatory requirement. Whether stored electronically or in hard copy, it must be stored in a secure environment (and should not be copied onto USB or other non-secure devices) and not be distributed within your organisation to people other than those who reasonably require access to it.

Sensitive Data disposal obligations

When Sensitive Data is no longer necessary to be retained, it must be safely destroyed, de-identified or returned to Sportsbet (including any copies made).

Appropriate destruction can include shredding or secure disposal of hard copy documents, or deletion of electronic information.

Questions?

If you have any queries, please discuss with your relevant Sportsbet contact or email procurement@sportsbet.com.au. Thank you for your cooperation. Sportsbet

¹ This document is to be read in conjunction with Sportsbet's Privacy Policy.