

Privacy Policy for Nine Entertainment Co.

ABOUT NINE ENTERTAINMENT CO.

Nine Entertainment Co. Pty Limited and its related bodies corporate (the Nine Entertainment Co. group of companies, “we”) provide a commercial free to air television network (the content of which includes a combination of locally produced programs including news, current affairs, sporting events, entertainment and lifestyle programs, as well as exclusive international content), video on demand content, various websites and digital properties, and a range of products and brands across online publishing, data strategies, consumer insights and advertising technologies.

INTRODUCTION

We are committed to protecting and maintaining your privacy and we are bound by the Australian Privacy Principles (APPs) and Privacy Act 1988 (Privacy Act). As part of our business operations we may collect your personal information. This Privacy Policy describes the type of personal information we may collect and how we use, hold and disclose this personal information.

This Privacy Policy is in addition to the general Terms of Use governing our websites and digital properties and should be read in conjunction with such Terms of Use.

If your personal information is being collected via one of our websites the collecting entity will be ninemsn Pty Ltd

If your personal information is being collected offline e.g. by phone or in-person, the relevant collecting entity will be made known to you, including as part of any collection notice given to you as part of that activity.

WHAT KIND OF INFORMATION DO WE COLLECT AND HOW DO WE COLLECT IT?

The type of personal information we collect will vary depending on the nature of your dealings with us. We only collect personal information that we need for our business activities, or which is volunteered to us. In general, the type of personal information we collect and hold could include (but is not limited to) your name, address (postal and email), contact details, geographic location (including your suburb or post code), gender, date of birth, activity and transaction details relating to your use of our products and services and any preferences you tell us about. We may collect your personal information over the internet, over the phone, when you write to us, when you attend an

event or program run by us or when you participate in a survey, questionnaire, competition or other marketing campaign run by us or our partners.

In order to access some of our services and products, you will be asked to register with us by providing us with certain information about you to create your My9 profile. As part of creating your My9 profile, you may also be requested to provide questions and secret answers, which we use to help verify your identity and assist in resetting your password, as well as an alternate e-mail address. Currently, this may also be done using your log-in details to Facebook. By signing in on one of our websites, product or services, you may be automatically signed into other websites, products and services that use your My9 profile.

Information we collect from other sources

We may access information, including personal information, about you across the Nine Entertainment Co. group of companies and from third-party sources and platforms (such as social networking sites, databases, online marketing companies, Microsoft Products, third party websites (such as Daily Mail Australia) and ad targeting companies) and supplement the information we collect with information obtained from those third party sources.

When you connect with us through social networking services, you will be able to see the social sharing habits of your friends and connections and participate seamlessly in our social capabilities, including commenting, live blogging, reactions, ratings, gaming mechanics and sharing content. You can connect us to your third party social networking service by downloading an application and logging into the application. By connecting with us through these third-party social networking services, you are authorising us to access and use certain information from your social network profile.

If we do not collect your personal information in the ways we have described above, we may not be able to provide you with our products and/or services that you have requested.

HOW WILL WE USE OR DISCLOSE YOUR INFORMATION?

Generally, we only use or disclose personal information for the primary purpose for which we have collected it, or for another related secondary purpose, unless you have provided your consent for us to use it for another purpose. We may use or disclose your personal information for the following primary purposes:

- Contacting you because you have requested to be part of a studio audience/or have provided information about a news story;

- operating and improving our websites, products and services;
- providing you with news and information about our products and services (including newsletters, product surveys and special offers);
- providing you with more effective customer service;
- enabling us to conduct customer research;
- making our websites, services or products easier to use by eliminating the need for you to repeatedly enter the same information;
- performing research and analysis aimed at improving our products, services and technologies;
- displaying content and advertising that are customised to your interests, preferences and experiences, including by using aggregated information received from across the Nine Entertainment Co websites and other third parties;
- sending marketing and promotional material about our products and/or services that we believe you may be interested in;
- providing to entities whom we have a shareholding in;
- conducting competitions or promotions either ourselves or by selected third parties;
- verifying your identity;
- to allow you to log in or otherwise access products and/or services owned by us;
- communicating with you, including by email, mail or telephone.
- investigating any complaints about or made by you, or if we have reason to suspect that you are in breach of any of our Terms of Use or that you are or have been otherwise engaged in any unlawful activity; and/or
- using personal information as otherwise required or permitted by any law (including the Privacy Act).

Other information, including anonymous data collected via your interaction with our websites and third party sites (where we provide website analytics tools or deliver advertisements) using technologies such as cookies and web beacons (described below) may be sold or otherwise provided by us to third parties including our partners, clients and service providers for purposes including (but not limited to) data-matching, campaign analysis, selling aggregated anonymous data via advertising exchanges, conducting launch surveys, and modelling.

You acknowledge and agree that information including your personal information may be shared within the Nine Entertainment Co. group of companies and provided to third parties, and used by those organisations for any of the purposes disclosed in this Privacy Policy.

WHAT MARKETING COMMUNICATIONS WILL YOU RECEIVE?

Opting In

In certain contexts when we collect information from you, you may be asked to “opt in” to consent to us using or disclosing your personal information. For example, you may be asked to opt-in to receive further information or communications from our advertisers and partners.

Opting Out / Unsubscribing

You will be given the opportunity to “opt out” from receiving communications from us or from third parties that send communications to you in accordance with this Privacy Policy. For example, you will be given the option to unsubscribe from newsletters, emails and other marketing or promotional material sent by us, and to opt-out from personalised targeted ads using the YourOnlineChoices tool referred to below.

If you receive communications purporting to be connected with us or our services that you believe have been sent to you other than in accordance with this policy, or in breach of any law, please Contact us.

SECURITY AND MANAGEMENT OF YOUR INFORMATION

We understand that the security of your personal information is important. It is our policy to ensure that all employees understand and take reasonable steps to keep personal information secure.

We also impose strict requirements of security and confidentiality on all third parties as to how they store, handle and deal with personal information.

Personal information collected by us may be stored, disclosed and processed both in Australia and/or overseas in the United States and Singapore. Some of our third party contractors and service providers may perform some of their services overseas. In all instances where this occurs, we only disclose your personal information in accordance with the APPs and this Privacy Policy.

COOKIES AND OTHER DEVICES

Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. We use cookies to enable you to sign in to our services and to help personalise your online experience. We also use cookies as described in Display of Advertisements below. You have the ability to accept or decline cookies. If you choose to decline cookies, you may not be able to sign in or use other interactive features of our websites and services, and some advertising preferences may not be able to be respected. If you choose to accept cookies, you also have the ability to later delete cookies that you have accepted.

Our websites may also contain electronic images known as “web beacons” - sometimes called single-pixel gifs - that may be used to assist in delivering cookies on our sites and allow us to count users who have visited those pages and to deliver co-branded services. We may use web beacons to

determine whether messages have been opened and acted upon, or from third parties in order to help us compile aggregated statistics regarding the effectiveness of our promotional campaigns or other operations. We prohibit web beacons on our websites from being used by third parties to collect or access your personal information. We may work with other companies that advertise with us to place their web beacons on our websites in order to allow us to gather statistics and better target advertisements.

We utilise the Nielsen//Netratings Australia auditing system on our websites. Nielsen//Netratings Australia collects data and uses cookies and web beacons on our websites. For further information about Nielsen//Netratings Australia's collection of data, use of cookies and web beacons or to access Nielsen//Netratings Australia's opt-out tool, please visit <http://www.nielsen.com/au/en/privacy-policy.html>

DISPLAY OF ADVERTISEMENTS

Many of the websites and services we offer are supported by advertising. We may display advertisements on our websites and the sites of our advertising partners. When we display online advertisements to you, we will place cookies on your computer in order to recognise your computer each time we display an advertisement. The cookies we use for advertising have an expiry date of no more than two years. We are able to compile information over time about where you, or others who are using your computer, saw and/or clicked on the advertisements we display. We use this information to make predictions about your characteristics, interests or preferences and to display targeted advertisements that we believe may be of interest to you. We may also associate this information with your visit, purchase or other activity on participating advertiser's websites in order to display targeted advertisements or to determine the effectiveness of the advertisements.

Your advertising choices

When we display personalised targeted ads, we take a number of steps designed to protect your privacy. Page views, clicks and search terms used for ad personalisation targeting are stored separately from your contact information or other data that directly identifies you. We also give you the ability to control your preferences to receive this type of advertising via an opt out tool. For more information or to use the opt-out tool, you may visit www.youronlinechoices.com.au which offers a single location to opt-out of ad targeting from member companies.

Third party personalised advertising and YourOnlineChoices

Online advertisements on our websites are served by ad serving networks. These companies may offer you a way to opt in or opt-out of ad targeting based on their cookies, and some of them are also signatories to the Australian Guidelines for Third Party Online Behavioural Advertising. You may find more information on these companies' websites or by clicking here.

ACCESS TO PERSONAL INFORMATION

Under the Privacy Act, you have the right to request access to the personal information which we hold about you. If you wish to exercise your right under the Privacy Act to seek access to the personal information that we hold about you, we ask that you contact us.

We will endeavour to acknowledge your request for access within 7 days, and to provide you with access within 30 days of the date of receipt of your request. We will notify you if we consider it will take longer than 30 days to provide you with access. If you seek access to records held by us which are not current records, we will need to contact you to discuss your request, it may take a longer period of time to locate these records and that we may charge you a nominal administrative fee for the cost of providing access.

Changes to your information

We endeavour to ensure that the personal information we hold is accurate, complete and up-to-date. You have the right to ask us to correct information about you which is inaccurate, incomplete, out of date, not relevant or misleading.

PRIVACY STANDARDS FOR JOURNALISTS

As we are in the media industry, the APPs do not apply to acts done or practices engaged in by us in the course of journalism as we are committed to other journalistic standards dealing with privacy. Specifically:

- in relation to our online journalism activities, we are committed to complying with the standards developed by the Australian Press Council in conjunction with its constituent members; and
- in relation to our broadcasting activities, our handling of personal information in the course of our journalism activities is governed by the ACMA Privacy Guidelines for Broadcasters which can be accessed here: <http://acma.gov.au/theACMA/Library/Industry-library/Broadcasting/privacy-broadcasting>.

CHANGES TO THIS PRIVACY POLICY

We may, from time to time, review and update this Privacy Policy to take account of new laws, technologies and changes to our operations. All personal information held by us will be governed by our most recent Privacy Policy which will always be available on our websites.

CONTACT US

If you have any questions regarding this Privacy Policy, complaints regarding how we handle your personal information or would like to make an access request, please contact us by writing to:\

- in the case of NINEMSN, Privacy Officer, NINEMSN Pty Limited, Locked Bag H50, Australia Square Sydney NSW 1215 or via e-mail privacyofficer@mi9.com.au.
- in the case of any other member of the Nine Entertainment Co. group of companies, Privacy Officer, 24 Artarmon Road, Willoughby, NSW, 2068, privacy@nine.com.au.

All complaints received will be assessed by the relevant Privacy Officer and all reasonable steps (if any) will be taken to remedy the complaint. We will endeavour to respond to your complaint within 30 days of receipt of the complaint by our Privacy Officer. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner.

MICROSOFT PRODUCTS AND SERVICES

Our websites allows users to access leading global Microsoft products and services such as Outlook, Skype, Xbox, Bing and Windows Live (“Microsoft Products”). Personal information provided by you in connection with Microsoft Products may be collected and used by us (in which case this Privacy Policy will govern our use and collection of your personal information) and Microsoft Corporation (and its affiliates) (in which case the Microsoft Online Privacy Statement will apply to Microsoft’s collection and use of your personal information).