

**Effective Date: December 12 2016**

## **MASTERCARD & AUSTRALIA OPEN PROMOTION PRIVACY POLICY**

Mastercard Asia/Pacific (Australia) Pty Ltd (“**Mastercard**”) respects your privacy. This privacy policy (“**Privacy Policy**”) describes how Mastercard processes personal data, the types of personal data Mastercard collects, for what purposes Mastercard uses that personal data, with whom Mastercard shares it, and the choices you can make about Mastercard’s use of the personal data. The Privacy Policy also describes the measures Mastercard takes to protect the security of the personal data and how you can contact Mastercard about Mastercard’s privacy practices.

1. Mastercard is the entity responsible for the processing of your personal data in the context of the **Mastercard & Australian Open Promotion** (the “**Promotion**”). Your participation in the Promotion is subject to this Privacy Policy and to the Conditions of Entry governing the Promotion.
2. **Collection of Personal Data about You.** In connection with conducting the Promotion, Mastercard will collect and process the following personal data about you when you participate in the Promotion: your contest posts, Facebook and/or Instagram profile ID, name, photographs and videos of yourself and/or any third parties (including, for the avoidance of doubt, the content of your Qualifying Entry). Further, where you provide the name and/or any other personal data of third parties, you acknowledge and agree that you have provided this Privacy Policy to the third parties and obtained their consent for you to disclose such personal data to Mastercard for Mastercard to use for purposes of the Promotion. In addition, Mastercard will additionally collect and process from you, if you are a winner under the Promotion, the following data: full name, email address, telephone number, nationality, home address, the age of your child, photographs and videos of yourself and/or any third parties. If the prize involves travel, we may need to collect and process the travel document information of yourself and/or any third parties.
3. **Collection of Personal Data automatically.** Mastercard may also collect information automatically through cookies, tags or web beacons when you visit the Promotion’s website.
4. **Purpose.** The personal data collected from you are processed for the purposes of participating in the Promotion, notifying the Prize winners and delivering the Prizes.

Mastercard may collect and use the Prize winner’s name, likeness, image, voice and/or opinions, in the event they are a winner, (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by Mastercard.

By participating in the Promotion, entrants agree to the use of their personal information as described here. Entrants can withdraw their consent at any time, but will no longer be able

to participate in this Promotion. For more information about Mastercard's data protection practices, please click [here](#).

5. **Holding Your Personal Data.** Mastercard may hold the personal data provided by you in a variety of ways, including electronically or in hard copy.
6. **Your Rights and Choices.** You will have the right to access your personal data and to correct your personal data if it is incorrect. You also have the right to contact Mastercard if you have any questions about how Mastercard processes your personal data. Please refer to the Contact Us section below for information about how to contact Mastercard.
7. **Disclosures and Transfers.** Personal information is stored in Australia and the United States of America and is not shared with third parties except for the above purposes with Mastercard's digital agency and fulfilment agency, in accordance with applicable law. In addition, Mastercard may share the winner's name and phone number with Tennis Australia to make the necessary arrangements for prize fulfillment. Mastercard will not disclose the personal data provided by you to other entities except as described in this Privacy Policy.

Mastercard may share your personal data with our affiliates in the Mastercard group of companies. The personal data provided by you will be provided to service providers for the purposes of administering the Promotion, obtaining insights and improving the relevancy of the Promotion, obtaining insights and developing future campaigns and competitions, communicating the Promotion to you, selecting and awarding the Prizes to the winners, announcing and contacting the winners, and making the relevant travel and accommodation arrangements. These service providers include our fulfillment agency and digital agency. Mastercard does not authorize these service providers to use or disclose such personal data except as necessary to perform certain services on Mastercard's behalf or comply with legal requirements. Mastercard requires these service providers by contract to appropriately safeguard the privacy and security of personal data they process on Mastercard's behalf.

Mastercard also may disclose the personal data provided by you (i) if Mastercard is required to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when Mastercard believes disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity. Mastercard also reserves the right to transfer personal data provided by you in the event Mastercard sells or transfers all or a portion of its business or assets. Should such a sale or transfer occur, Mastercard will use reasonable efforts to direct the transferee to use personal data you have provided to Mastercard in a manner that is consistent with this Privacy Policy. Following such a sale or transfer, you may contact the entity to which Mastercard transferred the personal data provided by you with any inquiries concerning the processing of that information.

Mastercard may transfer or disclose personal data to recipients outside of your country, including the United States of America. The transfer or disclosure of personal data outside of your country may be subject to restrictions, and Mastercard will take all the necessary

steps to ensure compliance with applicable data protection law, in particular, the legal requirements on adequate protection for data transfers to countries outside of your country. Please note however that the countries which Mastercard transfers or discloses the personal data to may not have the same data protection laws as the country in which you initially provided the information, and you may not have access to mechanisms to protect the data under the data protection law in that country.

- 8. Use of Facebook and Instagram.** Please note that your use of Facebook and the collection of personal data by Facebook will be subject to Facebook's privacy policy (which may be accessed at <https://www.facebook.com/about/privacy/>), which you should review before taking part in the Promotion. Please note that your use of Instagram and the collection of personal data by Instagram will be subject to Instagram's privacy policy (which may be accessed at <https://www.instagram.com/about/legal/privacy/>), which you should review before taking part in the Promotion.

Please note that your contest posts, Facebook or Instagram profile ID name, photographs and videos of yourself and/or any third parties may be visible online on the relevant Mastercard Facebook page or @MasterCardAu Instagram page for the duration of the Promotion. In this regard, you should check your privacy setting on Facebook or Instagram to determine who may view your Facebook or Instagram posts. Please refer to Facebook's or Instagram's privacy policy on how to modify your privacy settings.

- 9. Updates to Our Privacy Policy.** This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in Mastercard's personal information practices. Mastercard will post a prominent notice on its Website to notify you of any significant changes to this Policy and indicate at the top of the Policy when it was most recently updated.
- 10. Contact Us.** If you would like to (i) obtain more information on how Mastercard processes your personal data or to access your personal data; (ii) rectify or delete any personal data relating to you; (iii) withdraw your consent given for certain types of data processing; (iv) change your preferences or remove your e-mail address from Mastercard's mailing lists; or (v) if you have any questions, comments, concerns or complaints about Mastercard's privacy practices, please send an email to [privacyanddatausage@mastercard.com](mailto:privacyanddatausage@mastercard.com) or address your mail to:

Privacy & Data Usage Officer  
Mastercard Asia/Pacific Pte. Ltd.  
152 Beach Road #35-00  
The Gateway East  
Singapore 189721

To assist Mastercard in responding to your request, please give full details of the issue. Mastercard will review and respond to all complaints within a reasonable time. If you are not satisfied with how Mastercard responds, you may take your complaint to the applicable regulator in your jurisdiction.

For more information on Mastercard's privacy practices in other contexts, please refer to our Global Privacy Policy available at <http://www.mastercard.com.au/privacy.html>

For all other enquiries about your Mastercard card and your purchase, you must contact your issuing bank or the participating merchant. More information about how to contact them can be found on their respective websites.