



# PRIVACY POLICY

## 2026/2027

Version 3.0

March 2026

## 1. PURPOSE

This Privacy Policy explains how [Network Name] collects, uses, stores, and discloses personal information across its narrowcast radio network operations.

The organisation is committed to handling personal information in accordance with the Privacy Act 1988 and applicable regulatory requirements, including obligations overseen by the Australian Communications and Media Authority.

This policy ensures personal information is managed lawfully, fairly, securely, and transparently across all business activities.

## 2. SCOPE

This policy applies to personal information collected and handled by RAT FM in connection with:

- Broadcasting operations and content production
- Advertising, sponsorship, and client relationships
- Competitions, promotions, and audience engagement
- Website, apps, and digital platforms
- Complaints and compliance processes
- Employment, contractors, and volunteers

It applies to:

- Employees, contractors, and presenters
- Clients, advertisers, and business partners
- Audience members and listeners
- Website and digital platform users
- Any third parties interacting with RAT FM

## 3. COLLECTION OF PERSONAL INFORMATION

RAT FM may collect personal information where reasonably necessary for its operations, including:

### Types of Information Collected:

- Name, address, phone number, and email
- Business and company details (for clients/advertisers)
- Payment and billing information
- Audio, video, or recorded content (e.g. call-ins, interviews)
- Website usage data (cookies, IP addresses, analytics)
- Competition entries and promotional data
- Complaints and correspondence records
- Employment or contractor information

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**Methods of Collection - Information may be collected via:**

- Direct contact (phone, email, forms)
- Website and social media platforms
- On-air participation (calls, messages, competitions)
- Business transactions and contracts
- Third-party service providers (where lawful)

Information will only be collected where necessary and, where practicable, with consent.

**4. USE OF PERSONAL INFORMATION**

Personal information may be used for:

- Operating and delivering broadcasting services
- Managing advertising and client relationships
- Processing payments and contracts
- Conducting promotions, competitions, and audience engagement
- Communicating with stakeholders
- Managing complaints and compliance obligations
- Improving services, programming, and user experience
- Meeting legal and regulatory requirements

Personal information will not be used for unrelated purposes without consent unless required or authorised by law.

**5. DISCLOSURE OF PERSONAL INFORMATION**

Personal information may be disclosed on a limited, need-to-know basis to:

- Employees, management, and the Board
  - Contractors and service providers (e.g. IT, marketing, billing)
  - Advertisers and business partners (where relevant to services provided)
  - Legal, financial, or professional advisors
  - The Australian Communications and Media Authority where required
  - The Office of the Australian Information Commissioner or other regulators
  - Law enforcement or government agencies where required by law
- RAT FM will take reasonable steps to ensure third parties handle personal information securely and in accordance with privacy obligations.

**6. BROADCASTING AND CONTENT PRIVACY**

As a broadcaster, RAT FM may collect and use audio or visual material involving individuals, including:

- Listener call-ins and talkback segments
- Interviews and recorded contributions
- Competitions and promotional recordings

By participating in broadcasts, individuals may be deemed to have consented to the use of their content, unless otherwise agreed.

RAT FM will take reasonable steps to:

- Avoid unauthorised disclosure of sensitive personal information
- Ensure content aligns with licence conditions and audience expectations
- Comply with applicable broadcasting laws

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## 7. CONFIDENTIALITY AND ANONYMITY

Where practicable:

- Personal information will be handled confidentially
- Individuals may request anonymity in complaints or sensitive matters

However, anonymity may limit RAT FM ability to provide services or investigate issues effectively. Individuals will be advised where this applies.

## 8. STORAGE AND SECURITY

RAT FM takes reasonable steps to protect personal information from:

- Misuse, interference, or loss
- Unauthorised access, modification, or disclosure

Security measures include:

- Secure digital systems and access controls
- Password protection and user authentication
- Restricted access to sensitive data
- Secure storage of physical records

Information is retained only for as long as necessary to meet operational, legal, and regulatory requirements, after which it is securely destroyed or de-identified.

## 9. ACCESS AND CORRECTION

Individuals may request:

- Access to personal information held about them
- Correction of inaccurate, incomplete, or outdated information

Requests must be made in writing and will be responded to within a reasonable timeframe, subject to legal and confidentiality constraints.

## 10. COMPLAINTS AND PRIVACY BREACHES

If an individual believes their personal information has been mishandled, they may lodge a complaint with RAT FM.

RAT FM will:

- Investigate the complaint promptly
- Take appropriate corrective action where necessary

If the issue is not resolved, the individual may escalate the matter to the Office of the Australian Information Commissioner

## 11. CROSS-BORDER DATA DISCLOSURE

Where personal information is stored or processed by third-party providers outside Australia (e.g. cloud services), RAT FM will take reasonable steps to ensure compliance with Australian privacy obligations.

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