

OUR PRIVACY POLICY



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Version: 3

Responsible person: Executive Director

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Introduction

While The Pyjama Foundation is not required to comply with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs), it is committed to protecting the privacy, accuracy, and security of personal information it receives. By providing The Pyjama Foundation with your personal information, you agree to its collection, use, and processing (including disclosure) as described in this Privacy Policy.

Purpose and Scope

This Privacy Policy outlines how The Pyjama Foundation manages privacy, including:

- Types of Personal Information collected;
- Methods of collection;
- Use and disclosure practices;
- Marketing and website interactions;
- Data storage, security, and retention practices;
- Procedures for accessing and updating information;
- Complaints handling and policy updates.

This policy applies to:

Employees	Directors	Officers	Contractors (including employees of contractors)	Volunteers	Suppliers	Consultants
✓	✓	✓	✓	✓	✓	✓

Definitions

Personal Information refers to any information or opinion about an identified individual or an individual who is reasonably identifiable, regardless of whether it is true or recorded in a material form. Examples of Personal Information include:

- General identification information, such as names, job titles, occupations, dates of birth, and gender;
- Contact details, including addresses, email addresses, phone numbers, mobile numbers, and Internet Protocol (IP) addresses;
- Employment and education records, such as qualifications, employment history, and referee reports;
- Identification documents, including information from passports or driver's licenses;
- Government-issued identification numbers, such as tax file numbers and Australian Business Numbers (ABN) or Australian Company Numbers (ACN);
- Financial information, including bank account details, assets, liabilities, and insurance details;
- Health and sensitive information, including illnesses, medical conditions, vaccination status, and workers' compensation claims;
- Demographic and personal background information, such as ethnicity (including Aboriginal and Torres Strait Islander identification), country of birth, marital status, and cultural, philosophical, or religious beliefs;
- Membership details, including those of professional or trade associations and unions;
- Criminal history;
- Payroll information for employees, including taxation details, salary, allowances, leave, deductions, and general benefits;
- Images and photographs, including those captured by CCTV or other camera systems;

- Social media interactions, such as data shared voluntarily via comments, tags, or direct messaging on social media platforms.

How and when does the organisation collect an individual's Personal Information?

The Pyjama Foundation collects Personal Information necessary to establish, manage, and administer its Love of Learning Program and related activities. Information may be collected through:

- Emails, phone calls, or other direct communication;
- Registration forms, surveys, or website interactions;
- Social media platforms, including voluntary interactions (e.g., tagging, comments, or direct messages).

How does the organisation use an individual's Personal Information?

Personal Information is primarily used for:

- To identify and communicate with you
- To enable us to provide you with requested information or services
- Fundraising and donor engagement;
- Marketing and promotional communications via direct mail, email, SMS, or MMS;
- Research and reporting to improve services;
- To investigate, review, mitigate risks associated with, and inform you of, a data or other security breach involving your personal information; or
- Legal compliance and safety obligations.

All communications will:

- Identify The Pyjama Foundation as the sender;
- Provide contact details;
- Include clear opt-out options such as:
 - Clicking "unsubscribe" in emails;
 - Replying "STOP" to SMS/MMS messages;
 - Contacting admin@thepyjamafoundation.com.

The Pyjama Foundation may also collect sensitive information, including health data, for specific purposes disclosed at the time of collection.

The Pyjama Foundation uses data to conduct research and is committed to maintaining a culture of responsible, ethical, and high-integrity research. It treats data providers with respect, ensuring the needs of vulnerable groups, including individuals with disabilities, children, and Aboriginal and Torres Strait Islander peoples, are considered. Participation is always voluntary, and individuals can choose to withhold information.

Research outcomes are disseminated responsibly, accurately, and broadly to benefit participants, the non-profit sector, and the broader community. Any collaboration with external organisations is carefully managed, and identifiable personal information is never shared without explicit consent.

When does the organisation disclose an individual's Personal Information?

In the process of administering its Love of Learning Program:

- Contact details may be disclosed to The Pyjama Foundation's employees, contractors and/or third-party service providers including, without limitation: web hosting providers, IT systems administrators, mailing houses, payment processors, data entry service providers, electronic network administrators to the extent necessary for them to perform their duties.
- Payment method details (such as credit card details) may be disclosed to The Pyjama Foundation's employees, contractors and/or service providers including, without limitation, web hosting providers,

payment processors and data entry service providers, for the sole purpose of processing any payments authorised.

Otherwise, we may disclose your Personal Information to:

- any of our internal divisions, business units or departments
- your nominated representatives
- other organisations or individuals who assist us in providing products and services to you
- professional service providers and advisors who perform functions on our behalf, such as lawyers
- medical providers including medical and rehabilitation practitioners for assessing insurance claims
- representatives, agents or contractors who are appointed by us in the ordinary operation of our business to assist us in providing goods or services or administering our business (such as for data storage or processing, printing, mailing, marketing, planning and product or service development); and
- Government, regulatory authorities and other organisations as required or authorised by law (such as Centrelink or the Police)

Unless an individual objects, this information may be shared with third-party platforms and may be used:

- To send news, information about activities and general promotional material which The Pyjama Foundation believes may be useful to the individual;
- To monitor who is accessing the website or using services offered on the website; and
- To profile the type of people accessing the website.

If an individual does not wish to have their Personal Information used in this manner or for any other specific purpose, please advise The Pyjama Foundation by writing to The Pyjama Foundation, PO Box 32, Lutwyche, Queensland, Australia 4030 or sending an email to admin@thepyjamafoundation.com. If an individual chooses not to provide Personal Information, they will still be granted access to most of the website. However, they may not have access to areas that require personal identification.

The Pyjama Foundation will not sell or otherwise provide an individual's Personal Information to a third party or make any other use of an individual's Personal Information, for any purpose which is not incidental to their use of the website. When The Pyjama Foundation utilises cookies, it may also provide information sourced from the cookie to a third-party agent acting on behalf of The Pyjama Foundation. For the removal of doubt, Personal Information will not be used for any purpose which a reasonable person in the individual's position would not expect.

If an individual requests The Pyjama Foundation not to use Personal Information in a particular manner or at all, it will adopt all reasonable measures to observe the individual's request, but may still use or disclose that information if:

- The Pyjama Foundation subsequently notifies the individual of the intended use or disclosure, and the individual does not object to that use or disclosure;
- The Pyjama Foundation believes that the use or disclosure is reasonably necessary to assist a law enforcement agency or an agency responsible for government or public security in the performance of their functions; or
- The Pyjama Foundation is required by law to disclose the information.

The Pyjama Foundation will preserve the content of any e-mail or other communication received from an individual if it believes it has a legal requirement to do so. An Individual's email message content may be monitored by The Pyjama Foundation for troubleshooting or maintenance purposes or if any form of email abuse is suspected. The Pyjama Foundation may use AI tools to support efficiency and innovation in tasks like drafting general communications, summarising publicly available material, and generating ideas. AI will never be used to process, store, or share personal, sensitive, or identifying information about you unless explicit written approval has been obtained from the you and appropriate safeguards are in place. All AI outputs are subject to human review, and final decisions remain the responsibility of our staff.

Information collected via the organisation's website

The Pyjama Foundation's website uses cookies to enhance user experience, monitor traffic, and support marketing efforts. Cookies may be used to:

- Enable essential website functionality;
- Personalise user experience;
- Collect statistical data for analytics and improvement.

Users consent to cookies by using the website. Browser settings can be adjusted to manage or block cookies.

Storage and Security of Personal Information

The Pyjama Foundation uses industry-standard encryption and access controls to protect Personal Information. While no internet transmission can be guaranteed as fully secure, all data received is protected upon receipt. Personal Information is retained only as long as necessary to meet operational or legal requirements, after which it is securely deleted or anonymised.

Marketing

The Pyjama Foundation may send marketing communications, including updates on programs, event invitations, and fundraising appeals. Communications are sent via direct mail, email, SMS, or MMS.

By providing your Personal Data, you consent to us using it for sending information about The Pyjama Foundation, our products and services, and those of related entities and third parties. You also consent to receiving such communications through direct mail, email, SMS, or MMS messages.

If you do not wish to receive marketing information from us, you can unsubscribe by:

- Clicking the 'Unsubscribe' or subscription preferences link in a direct marketing email;
- Texting "STOP" in response to SMS or MMS messages;
- Contacting us directly via email at admin@thepyjamafoundation.com or writing to us at PO Box 32, Lutwyche, Queensland, Australia 4030.

User Generated Content from Social Media Platforms

The Pyjama Foundation displays User Generated Content (UGC) from social media platforms including Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube on our Website and other digital platforms. The Pyjama Foundation does not claim to own any of the images, videos or content posted through these platforms. However, by posting to The Pyjama Foundation official channels or tagging [@ThePyjamaFoundation](#), [@PJ_Foundation](#), [@pyjamafoundation](#), or using the hashtag [#thepyjamafoundation](#), individuals hereby grant The Pyjama Foundation a non-exclusive, royalty free, worldwide, revocable, non-transferable, perpetual licence to use, modify, delete from, add to, publicly display and/or reproduce an individual's content without limitation in any online media formats and through any social media channels, pages or accounts.

Social Media Advertising, Remarketing and Custom Audiences

The Pyjama Foundation may collect Personal Information as part of lead advertisements within social media platforms such as Facebook and Instagram. Such data collected, received or derived from any of The Pyjama Foundation's Facebook or Instagram ads (Facebook advertising data) will be managed in accordance with The Pyjama Foundation's Privacy Policy and Facebook's Policies as outlined

here: <https://www.facebook.com/legal/terms>

Remarketing – The Pyjama Foundation may use remarketing services from third-party suppliers to help tailor advertising that it thinks may be of interest to users. These advertisements may appear on the Google search result pages, or across the internet on third-party websites including those within the Google Display Network, Facebook and Instagram. Cookies are placed by third-party vendors, including Google, on web browsers to track user behaviour and serve advertisements related to such behaviour. No identifiable information is collected through the use of Google's, or any other third-party remarketing service.

The Pyjama Foundation uses Facebook Custom Audiences to deliver advertisements to website visitors on Facebook based on information The Pyjama Foundation already has, such as an email address. The Pyjama Foundation also may use information associated with visitor social media accounts, such as demographics and other information about an individual to improve our marketing efforts. Find out more about Facebook advertising here: https://www.facebook.com/ads/about/?entry_product=ad_preferences or learn more about how to opt out of Facebook Custom Audiences here: <https://www.facebook.com/ads/preferences>.

Accessing and updating your personal information

The Pyjama Foundation takes all reasonable steps to keep Personal Information accurate, complete and up to date considering its use and the interests of users.

You can access and correct some of your Personal Information by calling us on (07) 3256 8802 or emailing admin@thepyjamafoundation.com.

It would assist us to ensure we properly understand your request, and allow us to respond more promptly, if requests are made in writing and include as much detail as possible.

Privacy Complaints

If an individual has a query or complaint about how The Pyjama Foundation manages their Personal Information, or would like to know more, please call the organisation on (07) 3256 8802 or email admin@thepyjamafoundation.com. Alternatively, an individual can submit a complaint via The Pyjama Foundation's feedback complaints form here: <https://www.thepyjamafoundation.com/get-in-touch/feedback-and-complaints>

Policy Updates

This Privacy Policy may be updated periodically. The latest version is always available online. We will aim to provide reasonable advance notice of such changes though this may not always be possible depending on the circumstances. We encourage you to check this page from time to time for any changes.