

Australian eSports Group

Website Privacy Policy

Effective Date: 30/08/2022

Australian eSports Group is committed to providing quality services to you, and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We run ads on our website through wordpress, although we do not collect cookies from our site users.

The purpose of this Privacy Policy is to inform users of our Site of the following:

1. The personal data we will collect:
2. Use of collected data:
3. How long we store sensitive & non-sensitive personal information;
4. Who has access to the data collected: and
5. The rights of Site users.

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses and phone numbers collected when a customer orders a product from our online store.

Australian eSports Group categorise your personal information in two categories; Sensitive and Non-Sensitive Information. This is thoroughly outlined further within this website privacy policy.

This Personal Information is obtained in many ways including

1. When signing up to this website as an AESG Site Member;
2. When purchasing a physical product from our online store to deliver to a physical address;
3. When purchasing a digital product/subscription from this website;
4. When registering as a competitor;
5. When registering to compete in any of our competitions;
6. When registering with us to become an AESG Registered Team;
7. When signing up to a site membership, an account is automatically created, your profile page. You can access and alter preferred shared

- and private information such as display name, profile pictures, description bios and more information further outlined below;
8. When completing an AESG operating survey, we ask for your personal opinions and collect all answers as research data. We may also ask for your online ID in instances; and
 9. From third parties. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and at times marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure.

You may unsubscribe from our mailing/marketing lists at any time by replying 'STOP' to any of our emails. We may once further contact you to confirm your revocation from our mailing/marketing list.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Sensitive Information

Sensitive information is defined in the Australian Privacy Act 1988 to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

We do not ask for any of the listed 'Sensitive information' above from our site's users in any area of our website. Site members do however have the option to specify their gender/identity and publish this information to other registered site members, as well as remove or alter this information through their site account settings.

Sensitive and Non-Sensitive Information

Australian eSports Group categorise your personal information in two categories; Sensitive and Non-Sensitive Information.

Sensitive information can include;

1. True given first and last names;
2. Age/Date of birth;
3. Gender;

4. Phone number;
5. Addresses;
6. Agreement's to our rules, policies, procedures and regulations.
7. Payment information.

If a site user / site member decides to share their sensitive information such as birthdate, age, gender identity, beliefs or sexuality by publishing this information on their displayed publicly viewed account information and/or their account biography, this information is not personal information that is stored by Australian eSports Group. Any site account user that consents to sharing this information, also has complete control and access to alter or delete this information from public view.

Information further regarding how long we store sensitive information is outlined below.

Non-Sensitive Information Includes

1. Email addresses
2. Online ID
3. Country of residence / Time zone
4. Club/Team/Competitor logos and names
5. Competitor statistics

Australian eSports Group does not classify emails used to sign in or register to a site account or online ID's used to register to any of our competitions as sensitive information.

Who We Share Personal Data With

Employees

We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Third Parties

- A. We may provide some of Your Personal Information from time to time to Third Party Service Providers so that they can help us to serve you via the Product.
- B. We may use Third Party Service Providers to fulfil orders in relation to the Product.
- C. However, We only share Your Personal Information with a Third Party Service Provider if that provider agrees to Our privacy standards as set out in this Privacy Policy.

- D. Notwithstanding the other provisions of this Privacy Policy, We may provide Your Personal Information to a third party or to third parties in order to protect the rights, property or safety, of us, our customers or third parties, or as otherwise required by law.
- E. We will not knowingly share Your Personal Information with any third parties other than in accordance with this Privacy Policy.
- F. Your Personal Information might be provided to a third party in a manner which is other than as explained in this Privacy Policy, You will be notified. You will also have the opportunity to request Us not to share that information.
- G. Our website is created using WordPress, where website member profiles are managed by ProfileGrid, and accounts for shopping with us are managed by WooCommerce. If you are at any time uncomfortable with these third parties, we advise you not to continue using our website or services.

Other Disclosures

We will never sell your data. We will not share your data with other third parties, outside of instances stated above, and in the following cases:

1. If the law requires it;
2. If it is required for any legal proceeding;
3. To prove or protect our legal rights; and
4. To buyers or potential buyers of this business in the event that we seek to sell the business.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

We do run ads on our website through wordpress, although we do not collect cookies from our site users.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first. We do however, collect non-sensitive data from our website users registering to become competitors or registering to any of our competitions through our website.

Data Collected Automatically

Our website is created with wordpress. We collect, can access and may store the following data from our site users, and visitors;

1. Number of site views/visitors;
2. Number of likes;
3. Number of comments;
4. Number of video plays;
5. Number of page clicks;
6. Countries of which our site users are viewing from;
7. Frequency of posts;
8. Most popular day and hour;
9. Total sales records;
10. Refund records;
11. Number of orders;
12. Average between order values;
13. Trends between customer purchases; and
14. Current most popular product.

Data Collected In A Non-Automatic Way

We may collect the following data when you perform certain functions on our Site:

1. First and last name and/or Online ID;
2. Age;
3. Date of birth;
4. Sex;
5. Country Of Residence/Timezone;
6. Parental Consent;
7. Competitor Statistics;
8. Agreement to our documentation;
9. Email address;
10. Phone number;
11. Addresses;
12. Order information; and
13. Payment information.

How We Use Your Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

1. Customer market research;
2. Website traffic data analysis.

The data we collect when the user performs certain functions may be used for the following purposes:

1. To effectively communicate with our customers, clients, competitors and members;
2. In cases, parts of this data is used for market and customer research only by use of Australian eSports Group. We do not direct our marketing at any one group; and
3. To ship products from our site's store to customers' physical addresses.

Security of Sensitive Personal Information

How Long We Store Your Personal Data

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

When your sensitive Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. As a site account holder and purchasing customer, you can also choose to remove the personal information shared with us to place an order, through your site account once the order has been shipped.

However, additional documentation of sales history information we keep does not contain sensitive or directly identifying information. Sales history may include non-sensitive information. We collect the absolute minimum amount of personal information to keep all site users protected and safe from any potential breach.

More information related to the way we use and store competition statistics, competitor logos and online IDs is located in the competitor privacy policy on our website. (AustralianeSportsGroup.com)

All competition statistics are kept for historical purposes and are stored for eternity. Australian eSports Group reserves the right to use or remove any online ID, competitor logos and statistics from our historic records, if deemed necessary.

Access to your Personal Information

You may access the Personal Information we currently hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, you can access your site account and update or change information such as;

- A. Update profile and cover photo;
- B. Add or update the optional biography description;
- C. Country;
- D. Change password;
- E. Option to Opt-Out - This is an option to delete the account by using the accounts password. This deletes all data connected with the account;
- F. Access and view previous and current orders and shipping information, pay, view and cancel orders. - digital and physical;
- G. Access purchased downloadable files - digital purchases;
- H. Manage billing and shipping addresses;
- I. Manage payment methods;
- J. Members can post blogs, and comment on others blogs through our website's blog platform. Blogs and comments made by account users can be found in their profile section of the website. NOTE: Website user blogs will not appear on AESG's main blog feed. Instead members will have their own blog feed shared with other members;
- K. Registered competitors can access and alter their competitor details - Including their gamer tag/online ID, Platform, Country, AESG competitions they're competing in & their favourite game.
- L. Members can private message other members through our website.
- M. See groups they are a part of through AESG (ie. Competitor)
- N. Members can change their account to a 'Private Account' where other members may not contact, send friend requests, and cannot be located through the website or its directories;
- O. Members can view their friends list, friend requests, sent requests and have the option to remove or block a current friend; and
- P. Members can access their accounts activity feed by seeing their notifications.

Australian eSports Group will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information we may require identification from you before releasing the requested information.

Profile Visibility

Site members have the option to opt for their account to be *private*.

The account you have made through signing up to the site, instantly grants access to the accounts settings, to change the account to *Private*. *Account Privacy* options include;

1. The option to allow everyone, friends, group members, friends and group members, or only me to view the private profile;
2. The option to hide the user profile from groups, directories and search results on the website; and
3. The option to Opt-Out and delete the account along with all connected data to the account.

'Private account' information is shared with the site's operators in purpose of providing equal customer service at the private users' level of comfort of public security and identity.

Owning a private account in no way affects or restricts the use and accessibility of the site, or contactability of our team.

When posting a blog, members also have the option to share and post their blog/s to everyone, only logged in users, only my friends, only fellow group members, or keep it private.

How We Protect Your Personal Data

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

1. We only collect data from our site users where necessary and otherwise outlined in this Privacy Policy and with their consent;
2. The access to all site users personal data is strictly limited to both Australian eSports Group Founders and noted third parties if deemed necessary by this privacy policy, and only for its intended purpose;
3. All stored *sensitive* information is permanently deleted from our stored data once its intended use has surpassed;
4. All stored personal information that has no potential to directly identify our users and/or customers, is stored on password and touch ID protected hardware. This can include information such as online ID's, past purchases from our store and competition statistics if this data is stored outside of our website host, Wordpress.

Policy Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy please contact us at:

AESG Privacy Support - [AESG.PrivacyTeam@gmail.com]

AESG Chief Executive Officer - [CEO.AustralianeSportsGroup@gmail.com]

AESG Chief Operations Officer - [COO.AustralianeSportsGroup@gmail.com]

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, please contact our privacy team directly:

[AESG.PrivacyTeam@gmail.com]

Children

Registering To A Site Account

There is no minimum age or restricted countries of participation, to register as a site member at our website AustralianeSportsGroup.com. We do not knowingly or automatically collect sensitive personal information of children under the age of 12 years when they register to a site account.

Registering As A Competitor

When a site user aged 12 years completes any other form provided by us on our website, parental consent is required if the form regards event

participation and/or child privacy and protection where parents and guardians are needed to be made aware of.

Our minimum competitor age is 12 - If a site user aged under 12 years submits a form to become a competitor or compete in our competitions, an email will be sent to that person to decline their registration. The registration will then be deleted from our files. A record note of the registration will be kept to ensure our team can be aware of the registration instance and to prevent recurrences.

Public Availability

Children are able to make their personal information publicly available on our Site.

Children have the same options for their account privacy as all other users. For children and parents to restrict their account to a 'Private Account' where other members cannot contact or send friend requests - and to not be located through the website or its directories - Use our website to access the accounts settings.

Third Party Operators

Third parties do not use our Site to collect personal information about children who use our Site.

Children's Data We Collect

We do not knowingly collect the personal information of children under the age of thirteen without their parental consent.

Website Age Restriction

We do not restrict children under 12 years of age from registering on this site, as we do not automatically collect sensitive personal information that could be directly identified, upon registering to this site.

However, we do collect the following *Non-sensitive* information upon registering to the site;

1. A registered email
2. Country

Sensitive information is collected from children under the following circumstances:

1. When purchasing a physical product from our online store;

2. When purchasing a digital product from our website such as a Competitor Pass;
3. When purchasing a subscription from our website;
4. When registering as a competitor;
5. When registering to compete in any of our competitions.

At The Checkout

At the checkout states the following;

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy_policy]. When submitting your purchase by "placing your order", you consent or declare parental consent for Australian eSports Group to use this personal data to safely deliver your products, before we remove this personal data from our storage, as noted in our privacy policy.

This provides us the necessary personal information during the 'delivery period' before all sensitive data for the user is permanently deleted from AESG data storage and files.

What Personal Information Is Required

A child site user has access to purchase an item from our online store. During the process of purchasing a product, store customers are asked to provide accurate personal information so our team can place the order and deliver the products to the correct address.

This information includes;

1. Real first and last name
2. Company (optional)
3. Country (Currently Australia ONLY)
4. Street Address / Suburb / State / Postcode
5. Phone number
6. Email
7. Payment option / Payment details
8. Optional: Additional notes for delivery
9. Option to sign up to our mailing list to receive exclusive emails with discounts and product information
10. Agreement to our Website's terms and conditions of trade

How long do we store children's user information after making a store purchase? (With parental/legal guardian consent)

If a site user is known to be 14 years or under, this information will be used in accordance with this Privacy Policy and for its intended purpose. After the order has been placed and delivered safely to the customer's door, all personal information numbered above will be permanently deleted from Australian eSports Group data storage and files. This will not delete the member's account. However, this process will delete and remove the personal data and information numbered above from the individual's account.

Parental Rights

A child's parent or guardian can review their child's personal information, direct us to delete their child's personal information, and refuse any further collection or use of their child's personal information. A parent or guardian can also agree to the collection and use of their child's personal information but not allow us to disclose that personal information to third parties, unless disclosure is part of the service provided by our Site. A parent or guardian can exercise these rights via the following method(s):

1. Parents can request access to and delete their child's personal information and remove or provide consent to the collection of their child's personal information by logging into their child's account through our homepage. Parents can contact us at: AESG.PrivacyTeam@gmail.com to request access to or deletion of their child's personal information, or to provide or remove consent for the collection of their child's personal information.

We will not require a child to disclose more information than is reasonably necessary to participate in an activity on our Site.

Children under 15 years - Registering to our competitions

When registering to any Australian eSports Group competition, the site user must complete the competitor registration form.

All interested users, including children, must first sign up to become a registered competitor with Australian eSports Group. Before having access to complete any forms to register to our competitions, competitors must also acquire a Competitor Pass.

Then, registered competitors with a Competitor Pass may have access to forms and register for our competitions. These steps require completing forms that ask for sensitive and non-sensitive personal information.

A parent or guardian is not required to complete forms on behalf of 12-year-olds, although parental/legal guardian permission is required. However, if a

parent or guardian has specifically reached out to our team in regard to having more control and input, we may require parental consent for each form from that individual, depending on the arrangement.
In regard to this, more information is located in our Competitor Terms And Conditions on our website (AustralianeSportsGroup.com).

Contact Information

Questions and concerns about this Children's Privacy Policy or about our collection and use of children's personal information, can be sent to our privacy team.

[\[AESG.PrivacyTeam@gmail.com\]](mailto:AESG.PrivacyTeam@gmail.com)

The option to contact the Australian eSports Group Founders and operators of this site.

iLynxy3. Chief Executive Officer

[\[CEO.AustralianeSportGroup@gmail.com\]](mailto:CEO.AustralianeSportGroup@gmail.com)

Archiebobby222. Chief Operations Officer

[\[COO.AustralianeSportsGroup@gmail.com\]](mailto:COO.AustralianeSportsGroup@gmail.com)