The Western Australian Amateur Football League Inc. (trading as the Perth Football League) ("PFL")

ABN: 92 908 712 104

Latest Reviewed/Approved: 29 June 2026

Purpose

Perth Football League (PFL) believes privacy is an important right of individuals. PFL takes steps to protect your personal information from misuse and to use your information only in the ways described in this privacy policy and in accordance with the Privacy Act 1988 (Cth) (Privacy Act) and the Australian Privacy Principles contained within.

This privacy policy does not apply to personal information collected, or otherwise obtained, by PFL in relation to current and former employees and which relates directly to the employment relationship that exists, or existed, between PFL and its current and former employees.

Except where otherwise indicated, terms used in this privacy policy have the same meaning as those in the Privacy Act.

Open and Transparent Management of Personal Information

We make our privacy policy available on our website located at https://www.perthfootball.com.au and we can also provide a hard copy version upon request. If you would like more information or a hard copy of this privacy policy, please contact us by:

Phone: (08) 9381 5599

Address: 105 Banksia Street, Yokine WA 6060

Online: the contact form available on our website.

You should use the details above to contact us if you have a complaint about a breach of the Australian Privacy Principles or the Privacy Act by us. We will respond to your complaint and endeavour to resolve it as soon as possible and, in any event, within 30 days. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner.

Anonymity and Pseudonymity

In most circumstances, it is impractical for individuals to communicate with the PFL anonymously as we need to identify you to assist you effectively. However, where it is lawful and practicable to do so, the PFL will provide you with the option of not identifying yourself or using a pseudonym.

Collection of Personal Information

The PFL only collects personal information where reasonably necessary for its functions or activities as a not-for-profit sports association and to provide services to people involved in football in the Perth metropolitan region or who otherwise interact with the PFL.

The PFL collects personal information only by lawful and fair means. The PFL does not intentionally collect sensitive information. However, there may be circumstances where sensitive information is inadvertently collected, including through images or information provided by you. Where this occurs, we will assume you have consented to the collection of that information in accordance with this privacy policy unless you notify us otherwise.

Personal information may be collected through the following means:

- via our website;
- by telephone;
- in person;
- via documents posted to us or provided to us;
- through social media platforms including Facebook, Instagram, Twitter and similar platforms;
- from third parties;
- or through other lawful means.

We may collect personal information from third parties where it would be unreasonable or impracticable to collect the information directly from you. These third parties may include the AFL, ticketing providers, and third-party service providers such as PlayHQ or OfficialsHQ.

Types of Personal Information Collected

The types of personal information we collect may include:

- Registration information such as your name, email address, postal address, phone number, date of birth, occupation and location.
- Sporting information relating to your participation in football competitions, programs and events.
- Ticketing and attendance information when you purchase tickets or attend events we organise.
- Financial information including payment, banking and billing details required to process transactions.
- Communication records from interactions with us via phone, SMS, email, online forms or other communication channels.
- Cookie and website usage information collected through cookies and similar technologies to help us improve our website, apps and services.
- Information you choose to provide through surveys, competitions, promotions, social media, streaming platforms or other engagement activities.

- Health and medical information (with your consent), including injury or medical details where reasonably necessary to provide our services or meet insurance and participation requirements.
- Mobile and device information, including IP address, device information and location data where enabled on your device.
- Third-party plugin information where you interact with third-party services integrated into our website. Information collected through these services is also subject to the relevant third party's privacy policy.

Use or Disclosure of Personal Information

The Perth Football League (PFL) collects, uses and discloses personal information to administer and promote community football and to provide services to our clubs, players, officials, volunteers, supporters and other members of the football community.

Your personal information may be used to:

- administer player, coach, umpire, volunteer and club registrations;
- manage PFL competitions, events and football programs;
- communicate important competition, operational and member information;
- process payments, registrations and other transactions;
- respond to enquiries and provide support;
- administer promotions, competitions and surveys;
- deliver news, marketing and promotional communications where permitted by law;
- fulfil insurance, risk management and safeguarding requirements;
- comply with legal and regulatory obligations; and
- improve our services, website and member experience.

Where personal information is collected as part of a competition, promotion or event, it will be used primarily to administer that activity.

The PFL will only use or disclose your personal information for the purpose for which it was collected, where you have provided consent, or where otherwise permitted or required under the Privacy Act 1988 (Cth).

To deliver our services, we may disclose personal information to trusted third parties where appropriate, including:

- affiliated football clubs and competition participants;
- WA Football, the AFL and affiliated football organisations;
- technology, registration, payment and competition management providers;
- insurers and professional advisers; and
- contractors and service providers who assist the PFL in delivering its operations and services.

The PFL does not use automated decision-making systems when processing personal information.

Direct Marketing

Where permitted by law, we may use your personal information to provide you with news, updates and promotional material. You may opt out of receiving direct marketing communications at any time using the unsubscribe function or by contacting us directly.

Cross-Border Disclosure of Personal Information

The PFL does not disclose personal information overseas. If cross-border disclosure becomes necessary, we will comply with the requirements of the Privacy Act.

Government Identifiers

We take reasonable steps to ensure personal information we hold is accurate, complete and up to date. You may contact us to update or correct your personal information.

Security of Personal Information

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure. Personal information is stored securely and access is limited to authorised personnel. We also take reasonable steps to destroy or permanently de-identify personal information when it is no longer required.

Access and Correction

You have the right to request access to the personal information the Perth Football League (PFL) holds about you and to request that it be corrected if you believe it is inaccurate, incomplete or out of date.

To request access to or correction of your personal information, please contact us using the details provided in the Open and Transparent Management of Personal Information section of this Privacy Policy.

To protect your privacy, we may ask you to verify your identity before providing access to your personal information. We aim to respond to all requests within a reasonable timeframe, and no later than 30 days after receiving your request.

There is no fee to make a request to access your personal information. However, where permitted by law, we may charge a reasonable fee to cover the costs of providing access.

In some circumstances, the PFL may refuse access where permitted or required under the Privacy Act 1988 (Cth), including where providing access would:

pose a serious threat to the health or safety of an individual;

unreasonably impact the privacy of another person;

be unlawful or required to be withheld by law;

prejudice legal proceedings, investigations or enforcement activities; or

reveal commercially sensitive decision-making information.

If we refuse your request, we will provide written reasons for the decision and advise you of any available complaint or review options.

Children's Policy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from our servers. If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to This Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page. We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective, and update the "Last updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.