

PRIVACY POLICY

This privacy policy and cookie policy sets out the way in which your personal information is handled by Melbourne City FC Pty Ltd (ABN 39 128 569 264) and City Football Australia Pty Ltd (ABN 63 600 975 504) (referred to as "we", "our" or "us") and City Football Group, whether collected through one of the websites operated and managed by City Football Group, at the stadium or other collection points from time to time. We are committed to protecting your personal information in accordance with the *Privacy Act 1988* (Cth).

When we refer to City Football Group, we are referring to the other companies that form part of our corporate group. Some of these companies may be involved in helping to provide the services and communications referred to in this privacy policy, or as requested by you from time to time.

MARKETING PREFERENCES AND PREFERENCE CENTRE

There are many exciting promotions, news, features and activities we and our commercial partners want to keep in touch with you about. When you register with us, or provide us with your personal information, there will be a consent box that allow you to indicate your preferences in this respect.

If you want to hear from us, you need to tick the appropriate box. If you tick this box it means that we and City Football Group will let you know about the following exciting promotions, news features and activities including our newsletter, Melbourne City FC updates, as well as exclusive offers, products and services on behalf of our commercial partners.

Leaving this box unticked means that we will **not** let you know about exciting promotions, news features and activities.

You can also unsubscribe at any time by following the 'unsubscribe' option which will be included in every email we send.

WHAT INFORMATION WE COLLECT AND WHAT WE USE IT FOR

When you purchase products and services we may collect personal information from you, such as your name, address, delivery address, email, telephone number and credit card details. We will use this information to supply you with the products and services, to recover debt, to help us to prevent fraud, and keep records about your purchases. If necessary, we may also record details of any disability or health needs you may have at the time of booking an event or service to help to ensure your safety.

In order to provide you with the products and services, we may need to store or transfer your personal information to countries outside Australia, some of which do not protect privacy rights as extensively as in Australia. By submitting your personal information, you agree to this transfer, storing or processing. We will take reasonable steps to ensure your personal information is treated securely and in accordance with this privacy policy.

When you sign up to be kept informed about exciting promotions, news, features and activities we may collect your personal information, such as your name, email address, date of birth and country of residence.

If you log in using social media depending on how you log in we may collect your profile name/user name, profile picture, email address and date of birth. The social media information you consent to share with us will be combined with the other information you provide to us or that we collect about you. We will also collect information about your comments, posts and 'likes' to allow us to administer our Cityzens membership scheme and other fan related initiatives.

As you move around our site we will collect information about your visit, such as which pages you visit, how often you visit and which competitions you enter.

From our commercial partners and other third parties we may collect information they hold about you and use it to supplement the information that you provide to us.

All the personal information we collect about you is stored by us or our service providers on our behalf. We will use this information, as well as the other information we collect about you, to improve the quality of our site and help build a profile of you so we can get to know you better. Also, it helps us make sure we and our commercial partners are sending you news, updates and offers that will be of interest to you.

We may also use the personal information we collect about you to create statistics and anonymised information to then share with third parties including ad networks, search engines and analytics providers.

We may also share your information with suppliers and sub-contractors for the performance of any contract we enter into with them or you.

We may disclose your personal information to third parties in the following circumstances:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets.
- If we or substantially all of our assets are acquired by a third party, in which case personal information held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal information in order to comply with any legal obligation (excluding contractual obligations not otherwise permitted under this privacy policy), court or police request, or to protect the rights, property, or safety of us and City Football Group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

SECURITY OF INFORMATION

We take the security of your personal information seriously and take steps to ensure your personal information is treated securely and in accordance with this privacy policy. When you submit your credit card details, we use industry standard secure sockets layer (ssl) encryption technology to guard your information. However we cannot guarantee that any data transmission over the internet is completely secure.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Our websites contain links to other websites. We are only responsible for the privacy practices on our websites. We recommend that you check the privacy and security policies and procedures of each and every other website that you visit.

Where reasonably possible, we will store personal information on data servers located in Australia. However, in some circumstances we may disclose the personal information that we hold to related entities, partners and other third parties located outside of Australia in the ordinary course of business, most likely located in Singapore or China. By providing personal information to us, you agree that we can disclose your personal information outside of Australia as set out in this privacy policy.

YOUR RIGHTS TO ACCESS YOUR PERSONAL INFORMATION

We take all reasonable precautions to ensure the personal information that we collect, use and disclose is accurate, complete and up-to-date. However, the accuracy of that information

depends on the information you provide. We recommend that you let us know if there are any errors in your personal information and keep us up-to-date with changes to your personal information such as your contact details.

You have the right to receive a copy of the personal information that we hold about you, and to request the correction of your personal information if it is inaccurate, incomplete or out of date. If you would like to make such a request please contact us using the contact details in the Contacting Us section below.

CHILDREN'S PRIVACY POLICY

If you are under 16, please read this section of the privacy policy and speak to your parent or guardian if you have any questions before using any of our websites and providing us with any of your personal information. If you continue to use our websites, we will assume that you have your parent and/or guardian's consent to do so.

You can use our websites without providing us with any of your personal information. If you do provide us with your personal information we will use it as set out on the website. For example if you sign up to get the newsletter, we will use your email address to send you the newsletter and news, updates and promotions we think you might like.

If you are under 12 and register on our website, we will not send you any emails or sms until after your 12th birthday. After your 12th birthday we will email to let you know how we are going to get in contact with you about our exciting news, features and activities. We encourage you to talk with your parent/guardian about the information we send to you, and check that they are happy for you to continue to receive this information. If you do not tell us you do not want to receive this information any more, we will assume you have your parent and/or guardian's consent to continue to receive this information.

You can ask us to stop sending you any emails, SMS or other communications at any time. In each message we send you there will be an 'unsubscribe' option; if you follow these instructions we will stop sending the messages. You can also send us an email to using the contact details in the Contacting Us section below if you have any questions, want us to stop sending you messages or want to change any of the information you have given to us.

If you are a parent or guardian of a child who is using our website or is otherwise in contact with us, we recommend that you supervise your child while they are online and check what personal information your child is providing to us.

We make sure that any information or marketing that we send to under 18's is always age appropriate. If you have any concerns about the information your child is receiving please contact us using the contact details in the Contacting Us section below.

CONTACTING US AND MAKING COMPLAINTS

You may contact us by writing to info@melbournecityfc.com.au.

You may complain about our collection, use or disclosure of your personal information by contacting us using the contact details above with your full name and contact details, together with a description of the complaint. We will respond to your complaint within a reasonable period of time and inform you of the next steps we will take in dealing with your complaint. If we are unable to resolve your complaint, we will inform you of the steps available to you in those circumstances. Such steps may include making a complaint to the Office of the Australian Information Commissioner.

CHANGES TO THIS PRIVACY POLICY

We may change our security and privacy policies at any time by publishing the new version of the security and privacy policies on our website so we recommend that you visit this page occasionally to check what has changed. We have included a summary of the key changes

below:

This policy was last updated in **November 2016**.

COOKIES POLICY

City Football Group's websites use cookies in their operation in a number of areas. If you choose not to accept our cookies, some services on our websites will not be available to you. By continuing to browse our websites, you are agreeing to our use of cookies.

a. What is a cookie?

A cookie is a small file of data, often incorporating a unique identifier, that is sent to your device browser from a website's computer. A cookie cannot read data off a user's hard drive or read cookie files created by other websites. The use of cookies is an industry standard that can be found on most major websites.

This data file stores the information you provide us with and in doing so enables us to amongst other things 'remember' you on repeat visit and once you log in keeps you logged in as you move around the website, effectively letting you move around the website without having to keep reintroducing yourself. This helps us to provide you with a good experience when you browse our websites and also allows us to improve our websites.

We use cookies to track user trends and patterns, which enables us to understand and improve areas of our websites that fans find valuable. These cookies are also used to provide more personalised services to you on our websites and through other media. Cookies record information about your online preferences, which are then used to tailor our websites to your individual preferences. You can set your devices to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time.

Most browsers accept cookies automatically, but you can set your browser to prevent this. If your browser's preferences allow it, each website or third party service provider is able to send a cookie to your browser.

We reserve the right to modify or amend the use of cookies at any time and for any reason. Any changes to the use of cookies posted on our websites apply as soon as they are posted. By continuing to use our websites after any changes are posted, a user or users acknowledge acceptance of those changes.

b. How do we use cookies?

We do not use cookies to collect personally identifiable information about you as a user of our websites.

We also use a number of independent measurement, advertising and research companies. They gather information regarding the visitors to our websites using cookies, log file data and code embedded on our websites. We use this type of information to help improve the services it provides to its users; however, we demand that third parties do not use any of this type of information for their own business or other purposes.

We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

We use the following types of cookies:

1. Strictly necessary cookies. These are cookies that are required for the operation of our websites. They include, for example, cookies that enable you to log into secure areas of our websites or make purchases.

2. Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our websites. This helps us to improve the way our websites work, for example, by ensuring that users are finding what they are looking for easily.

3. Functionality cookies. These are used to recognise you when you return to our websites. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

4. Targeting cookies. These cookies record your visit to our websites, the pages you have visited and the links you have followed. We will use this information to make our websites and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them on the next page.

c. How to reject cookies?

If you wish to restrict or block the cookies we use on our websites you can do this within your browser settings. The Help function within your browser should tell you how to do this. For more information about how to change your browser settings please see: www.aboutcookies.org.

Please be aware that in disabling cookies on our websites may affect your experience of our websites where the functionality is controlled by the use of cookies.

Cookies Information

Cookie Name	Description - What does it do? What is it used for?	Lifespan of the Cookie	Type
ASP.Net_SessionId	Used to track user sessions on the website	1 year	Functional
ContentModule PersonalizationSettings	Used to store home page content module preferences	1 year	Functional
Interstitial Cookies (Various names)	Used to hide interstitial popups	1 year	Functional
HideMembership Bannermemberships12	Close banner	1 year	Functional
mcfc_app_promo	Close IOS App Popup	1 year	Functional
siteselector	Remembers website choice US or UK	50 years	Functional
JSESSIONID	Twitvid embed. Session ID for Twitpic	1 year	Functional
__atuvc	AddThis. The __atuvc cookie is created and read by the Add This JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to AddThis and removing it when disabling cookies would cause unexpected behavior for users.	2 years	Functional
newsletter10	Homepage Module	1 year	Performance
BC_BANDWIDTH	This cookie helps to significantly improve initial rendition selection. If you disable this cookie, Video Cloud will still detect bandwidth by using the Brightcove Bootloader swf. Without the cookie, this must be done on each player load, consuming more bandwidth and possibly resulting in a poorer quality initial rendition.	1 year	Performance
clientLastHTimes	This cookie is used to gather Brightcove video player viewer analytics anonymously, to detect the bandwidth of a viewers device to deliver the appropriate bandwidth video and to collect information about the quality of video delivery. (Includes BC_Bandwidth and	1 year	Performance

Cookie Name	Description - What does it do? What is it used for?	Lifespan of the Cookie	Type
clientLastPTimes	ClientLastHTimes, and ClientLastPTimes)		
AkamaiAnalyticsDO_bitRateBucketsCsv	Video Tracking - Collects bit rate information	1 year	Performance
__utma	Tracking data for Google Analytics. Helps work out unique visitor numbers.	2 years	Analytics
__utmb	Tracking data for Google Analytics. Helps work out visitor session length.	1 day	Analytics
__utmc	Tracking data for Google Analytics. Helps work out visitor session length and whether a session has expired.	1 year	Analytics
__utmz	Tracking data for Google Analytics. Used to work out referrals from other domains	6 months	Analytics
_abid	Tracking data for Google Analytics for Twitvid.com	1 year	Analytics
__qca	Tracking data for Google Analytics for Twitvid.com	1 year	Analytics
sid1554	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
pid2	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
icpid	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
icsid1554	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
icsid1024	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
sid1024	I2A Tracking Action/iCrossing - Interest	2	Indefinite - No end date set - Analytics
NID	Google Maps Tracking. These cookies are unique identifiers given to each computer to allow traffic	6 months	Analytics

Cookie Name	Description - What does it do? What is it used for?	Lifespan of the Cookie	Type
	analysis to Google Maps.		
PREF			Analytics
AkamaiAnalyticsDO_visitMetricCsv	Brightcove Video Tracking - User initiation details	1 year	Analytics
AkamaiAnalytics_VisitCookie	Brightcove Video Tracking - User initiation details	1 year	Analytics
AkamaiAnalytics_VisitIsPlaying	Brightcove Video Tracking - User initiation details	1 year	Analytics
AkamaiAnalytics_BrowserSessionId	Brightcove Video Tracking - User initiation details	1 year	Analytics
AkamaiAnalyticsDO_visitStartTime	Brightcove Video Tracking - User initiation details	1 year	Analytics
AkamaiAnalyticsDO_visitLastCloseTime	Brightcove Video Tracking - User initiation details	1 year	Analytics
newsletter2505	Overlay - Do not show option	1 year	Analytics
_tmid	MCFC Shop - Identifies unique viewers and new viewers	1 year	Analytics
s_cc	MCFC Shop - This cookie is set for analytics by Omniture and read by the JavaScript code to determine if cookies are enabled. At end of session.	3 Years	Analytics
s_lv_s	MCFC Shop - Days since last Visit by Omniture	1 year	Analytics
cmp_cookie	MCFC Shop - Omniture tracking	1 year	Analytics
s_lv	MCFC Shop - Days since last Visit by Omniture	1 year	Analytics
s_sq	MCFC Shop - This cookie is set for analytics by Omniture and is set and read by the JavaScript code when the ClickMap functionality is enabled; it contains information about the previous link that was clicked on by the user. At end of session.	1 year	Analytics
KB_121_Currency	Kitbag - Stores currency, e.g GBP	1 year	Analytics
KB_121_Language	Kitbag - Users language	1 year	Analytics
KB_121_BasketID	Kitbag - Basket Id	1 year	Analytics

Cookie Name	Description - What does it do? What is it used for?	Lifespan of the Cookie	Type
KB_121_network	Kitbag - Network Id	1 year	Analytics
NSC_QH_NDGD	See Tickets ID	1 year	Analytics
VISITOR_INFO1_LIVE	Embedded YouTube link	Indefinite - No end date set	Analytics
PREF	Embedded YouTube link	Indefinite - No end date set	Analytics
MCFC_Visited	Logging User Visit on Website	Indefinite - No end date set	Targeting
uit	AddThis. User id and login time tracking	2 years	Targeting
uid	AddThis. User id and login time tracking	2 years	Targeting
uvc	AddThis. View counter cookie	2 years	Targeting
psc	AddThis. View counter cookie	2 years	Targeting
user_segment	AddThis. View counter cookie	2 years	Targeting
di	Date tracking cookies for determining expiration of other cookies	2 years	Targeting
dt	Date tracking cookies for determining expiration of other cookies	2 years	Targeting
locale	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
c_user	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
datr	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
lu	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
xs	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
sub	Facebook Homepage Content/Promo	Indefinite - No end	Targeting

Cookie Name	Description - What does it do? What is it used for?	Lifespan of the Cookie	Type
	Module - info on user if logged in	date set	
p	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting
presence	Facebook Homepage Content/Promo Module - info on user if logged in	Indefinite - No end date set	Targeting