



WE ARE MOBILISE DATA & PRIVACY POLICY



VERSION	DATE	CHANGES	AUTHOR	APPROVER
1	APRIL 2023	ORIGINAL DEVELOPMENT	RS	DS
2	SEPTEMBER 2024	IMPROVED SPECIFICITY THROUGHOUT ACCORDING TO APPS	DS	DS
3	SEPTEMBER 2025	SPECIFICITY IN SECTIONS 2&3; ADDED SECTION 7	GADENS	DS

1. SCOPE

We Are Mobilise Limited (**Mobilise**) develops innovative solutions for people facing homelessness. Key activities cover education and advocacy campaigns, direct giving programmes, and Outreach to provide social connection to people sleeping rough. As part of these activities, we collect, manage and store specific data from key partners, staff, volunteers, donors and participants. As a not-for-profit organisation, we also fundraise, employ staff, report to stakeholders, collect and reflect on feedback, and generate awareness of our mission and activities via marketing tools – all of which entails collecting and managing data.

Please read the following data and privacy policy (**Policy**) to understand how we collect, use, disclose, store, handle and protect your personal information. We hope that this will help you make an informed decision about sharing your personal information with us. As well as applying to our interactions with you, this Policy also applies to all information collected through this website <https://wearemobilise.org.au/>, and any other websites or platforms we operate.

What is personal information?

In this Policy, 'personal information' has the meaning set out in the Privacy Act 1988 (Cth) (Privacy Act). In general terms, personal information is information (whether fact or opinion) about an individual who is identified or reasonably identifiable from that information or other information combined with that information.

Some types of personal information are classified as 'sensitive information,' and are subject to additional protection under the Privacy Act. Sensitive information may include health information (such as information about a health-related service you have had or will receive, including appointment details) or information about your racial or ethnic origin.

2. COLLECTION OF INFORMATION

2.1. Types of personal information we collect

The type of personal information Mobilise collects may vary depending on the purpose for which we collect it. This can include:

- if you are participating in (or applying to participate in) one of our programs – your name, identification document(s) (e.g. driver's licence), age and date of birth, email address, phone number; residential or workplace address, additional information we need to manage your participation in a specific program (such as information about your financial position and employment history), and details of any feedback you provide us;
- if you are making a donation to support our work, your name, email address, address, phone number and payment/donation details;
- if you are participating in our events – your name, phone number, email address and other information needed to manage your participation;
- if you are accessing our website – technical information and general analytics (some of which is collected automatically), such as your web browser type and browsing preferences, internet service provider, referring/exit pages, date/time stamps, IP address, time zone and geolocation data (if applicable), arising from your use of our website, as well as information about your usage of our website when browsing;
- if you have requested to receive news, updates or events from us – your name, address, email address, and phone number;
- if you are applying to work or volunteer with us – your name, address, email address, phone number, other information contained in your application or cv, recorded during any interview, or obtained through any pre-employment checks, and government-issued identifiers such as tax file numbers; and
- in the case of our suppliers and distributors – your name, mailing or street address, email address, and telephone number(s).

2.2 Types of sensitive information we collect

We generally do not collect sensitive information about you. However, we may need to collect some sensitive information in certain circumstances, such as:

- if you are participating in (or applying to participate in) one of our programs – information about your health history, or cultural background; and
- if you are applying to work or volunteer with us – information about any disabilities or medical conditions that we may need to be aware of when managing your contribution to Mobilise.

2.3. How data is collected

Mobilise will generally collect personal information directly from you, including when you:

- access or use our website;
- apply to participate in one of our programs (with or digitally, or physically);
- make a donation to us, such as via an online portals;
- sign up to receive news and exclusive offers, promotions, or events;
- make inquiries about us or our services, or otherwise communicate with us by email, by telephone, in person, via a website or otherwise; and
- apply to work with or volunteer with us.

We may also collect limited personal information about you via third parties, such as:

- other organisations referring you to our programs or providing you with other services (such as medical professionals and case managers); and
- your current or past employers, when you apply to work or volunteer with us; or
- third parties providing us with other products or services that we need to run our organisation.

2.4. Cookies

We also use the following technologies to collect technical information and general analytics:

- cookies, which are data files that are placed on your device and often include an anonymous unique identifier
- log files, which track actions occurring on our website; and
- web beacons, tags, and pixels, which are electronic files used to record information about how you browse our website.

Certain third parties may also deliver cookies to your device for a variety of reasons. For example, we sometimes use various web analytics tools that help us to understand how visitors engage with our website. Any third party links or advertising on our website may also use cookies; you may receive these cookies by clicking on the link to the third party site or advertising. We do not control the collection or use of information by these third parties, and these third party cookies are not subject to this Privacy Policy. You should contact these companies directly if you have any questions about their collection and/or use of information.

When linking to any other site, you should always check the relevant website's privacy policy before providing any personal information.

3. USE & DISCLOSURE OF INFORMATION

3.1 How do we use your personal information?

We use your personal information for purposes for which we collected it, including managing our organisation and providing you with our services. We may also use your personal information to:

- provide our services to our participants, or to receive goods or services from third parties;
- enable the proper operation and functionality of our organisation and services;
- verify your identity (for example, if you request access to the personal information we hold about you, or apply for one of our programs);
- consider you for a job or volunteer role with Mobilise, or other relationships with us;
- communicate with you, and address any issues or complaints that we or you may have regarding our relationship (or our services);
- prevent, detect and investigate suspicious, fraudulent, criminal or other activity that may cause you, us or others harm, including in relation to our services;
- comply with our legal obligations, such as notifying you of matters that we may be required by law to do so;
- identify opportunities to improve our services;
- gain insights about you so that we can serve you better, understand your preferences and interests, personalise your experience and/or enhance services you are offered and receive;
- for direct marketing purposes (see "Direct Marketing Communications" below);
- contact you regarding any of the above, including via electronic messaging such as SMS and email, by mail, by phone or in any other lawful manner.

We may also use or disclose your personal information for administrative, marketing (including direct marketing), planning, service development, quality control, survey and research purposes, for other purposes to which you have consented, and as otherwise permitted or required by law. This includes linking personal information collected from different engagements (e.g., volunteering, donations) to assess the overall impact of our programs.

Technical information and general analytics is used for the purpose of gauging visitor traffic, trends and delivering personalised content to you while you are using our website, and to improve our website and our services.

3.2 Disclosures of your personal information

We may disclose your personal information to third parties in connection with the purposes set out above.

This may include disclosing your personal information to the following types of third parties:

- our partner organisations, such as when:
 - conducting joint outreach activities, linking people experiencing homelessness with employment or other relevant opportunities, and in transferring cash payments to individuals through third-party financial services;
 - evaluating or reporting on our programs to assess the effectiveness of the program and allow for ongoing improvements.
- our employees, volunteers and third party service providers who assist us in performing our functions and activities (such as providing us with systems to store your information, and manage our operations);
- organisations authorised by us to conduct promotional, research or marketing activities;
- our professional advisers (such as lawyers, accountants or auditors) and insurers;
- third parties to whom you have authorised us to disclose your information (e.g. a case manager, or professional referee); and
- any other person as required or permitted by law.

We may also share some of your personal information publicly, such as in reports or via social media. We will take steps to de-identify that information, unless we receive your explicit written consent (either verbally or in writing).

3.3 Sending information outside of Australia

We will generally store your personal information in Australia. However, your personal information may be transferred overseas or stored overseas for a variety of reasons – such as to our service providers and partner organisation.

This may include disclosures of your information to the United States or European Union.

If your personal information is sent to a recipient in a country with data protection laws which are at least substantially similar to the Privacy Act and the Australian Privacy Principles, and where there are mechanisms available to you to enforce protection of your personal information under that overseas law, we will not be liable for a breach of the Privacy Act and the Australian Privacy Principles if your personal information is mishandled in that jurisdiction.

If your personal information is transferred to a jurisdiction which does not have data protection laws as comprehensive as Australia's, we will take commercially reasonable steps to secure a contractual commitment from the recipient to handle your information in accordance with the Privacy Act and the Australian Privacy Principles.

3.4 Protecting your information

We aim to implement reasonable measures to protect and safeguard your personal information from misuse, loss, theft and unauthorised access, modification or disclosure.

We maintain physical security over paper and electronic data stores, such as through locks and security systems at our premises. We also maintain computer and network security, for example, we use firewalls (security measures for the internet) and other security systems such as user access groups and passwords to control access to our computer systems.

However, particularly for electronic data stores and due to the fact that the Internet is inherently insecure, we cannot guarantee the security of transmission of personal information disclosed to us online. Accordingly, you transmit your personal information to us online at your own risk and are encouraged to exercise care in sending personal information via the internet. Please notify us immediately if you know or reasonably suspect that your personal information has been subject to any data breach, breach of security or other unauthorised activity.

3.5 Retaining your information

Generally, we will retain your personal information for the period necessary for the purposes for which your personal information was collected (as outlined in this Policy).

Mobilise will destroy or de-identify your personal information when we no longer need it for the purpose for which it was collected, unless Federal or State law requires otherwise.



4. RIGHTS & CHOICES WHEN PROVIDING PERSONAL INFO

You have the right to:

- access personal information Mobilise holds about you;
- request us to correct any personal information we hold about you.

You may request access to or correction any personal information we hold about you at any time by contacting us via the contact details below (section 6).

Where you request access, we will provide access to that information in accordance with the Privacy Act, subject to any exemptions that may apply. We may charge an administration fee in limited circumstances, but we will let you know in advance if that is the case.

Where you request correction, and we agree that the information needs to be corrected, we will update it. If we do not agree, you can request that we make a record of your correction request with the relevant information.

You also do not have to identify yourself or provide any personal information if you contact us. You can also notify us that you wish to deal with us using a pseudonym. However, if we cannot collect personal information about you, or if you use a pseudonym, we may not be able to provide you with the information or assistance you require. For example, we will not be able to support you via our programs if you have not provided us with the information we need to verify your identity, and whether you are a right fit for that program.



5. MAKE A COMPLAINT

If you have a concern around how Mobilise is collecting, managing or storing your personal information, please contact us via the contact details below (section 6). We will make all reasonable inquiries and your complaint will be assessed with the aim of resolving any issue in a timely and efficient manner.

If you have raised a complaint with us and you are unsatisfied with the outcome or have further concerns about the way we handle your personal information, under the Privacy Act, you may complain to the Australian Information Commissioner via:

Office of the Australian Information Commissioner, GPO Box 5218, Sydney NSW 2001.

Phone: 1300 363 992

Online: www.oaic.gov.au

Email: enquiries@oaic.gov.au

6. CONTACT DETAILS

For further information around We Are Mobilise's collection and management of data and personal information, you can contact us via the following:



info@wearemobilise.com



Level 9, 505 Little Collins St, Melbourne VIC 3000

7. CHANGES TO THIS POLICY

We may change or update this Policy from time to time to keep up-to-date with legal requirements and the way we operate our business. An up-to-date version of this Policy is available at any time via wearemobilise.org.au.

You are responsible for reviewing this Policy periodically and informing yourself of any changes. We suggest that you check back regularly.

If we make significant changes to our Policy, we will seek to inform you by notice on our website or by email.

Last updated: 15/09/2025