BASKETBALL AUSTRALIA

Privacy Policy

Document title	Basketball Australia Privacy Policy
Contact details	GM legal and Governance
Approved by	BA Chief Executive Officer
Date approved	2 November 2026
Document review	Every 3 years

1 Purpose

The protection of personal information is important to BA Limited (ABN 57 072 484 998) trading as Basketball Australia (**BA**). BA is committed to respecting the right to privacy and the protection of personal information. BA has developed this Policy in its role as the peak body of Basketball in Australia.

2 Scope and limitations

This policy applies to all personal information collected by or provided to BA.

It also applies to various other Basketball organisations across Australia solely to the extent that they do not have their own bespoke privacy policy and have elected to adopt this Privacy Policy (collectively, BA and those organisations are each referred to as an **ABE**).

Once an ABE adopts its own bespoke privacy policy then this policy will no longer apply to it.

This document sets out:

- What personal and sensitive information an ABE collects;
- How ABEs collect and store personal and sensitive information;
- How ABEs use or disclose personal and sensitive information;
- How individuals can access or seek correction of information held by an ABE; and
- Who to contact regarding privacy issues and complaints.

Third party commercial entities and subsidiaries, whether owned or acting on behalf of an ABE may be subject to the same privacy laws and may be governed by their own privacy policies. Each ABE will always do its utmost to ensure that personal information is respected and protected.

By providing your personal information to an ABE you consent to its collection, use, storage and disclosure in accordance with this Policy and the Privacy Act.

Each ABE:

- respects your privacy and is committed to handling your personal information in accordance with the Australian Privacy Principles (**APPs**) set out in the *Privacy Act 1988* (Cth) (**Privacy Act**) (if applicable to it); and

- is an independent entity and severally liable and responsible for its respective acts or omissions and adhering to this Privacy Policy and the Privacy Act; and

- is not jointly liable for the acts or omissions of other ABEs.

Each ABE recognises the importance that its members, donors, visitors to its websites, subscribers, customers, users of its mobile applications, and all other people who engage with an ABE or who are involved with an ABE in any capacity (for example staff, contractors, officials, administrators, basketballers, parents/guardians, sponsors, volunteers, fans, spectators, suppliers, etc), place on the privacy of their information. This Privacy Policy demonstrates each ABE's firm commitment to respecting the privacy of your information as described below and to explain its privacy policies and procedures.

In Australia, basketball and related activities, events, lessons, programs, tournaments and tours (**Basketball Events**) and related goods and services are conducted, implemented and provided by a number of different organisations across the country, including ABEs, State Organisations, Associations, Leagues and Affiliated Clubs. Accordingly, BA has developed this privacy policy to apply to itself and each other ABE only. If you choose to deal with a Affiliated Club, Association, League, State Organisation, or other entity that is not an ABE, then this Privacy Policy will not apply to that dealing.

2.1 Australian Basketball

This section of the Privacy Policy (headed 'Australian Basketball') does not limit anything else in this Privacy Policy (and vice versa) – to the extent of any inconsistency, this section takes precedence.

Among other things, BA operates the HoopsTV multi-media platform, which includes web and app-based software designed to collect, store, broadcast, publish & stream basketball games, highlights, statistics and other data, which might include your personal information. ('**HoopsTV**').

Your personal information and other data might be collected in registration forms, team sheets, score cards, competition / trade promotion entries, commercial partner / sponsor offers and by cameras (both automated and manually controlled).

The personal information that might be disclosed to, collected, stored or used by third parties includes your name, date of birth, address, age group, gender, location (from time to time), Basketball ID, statistics & your opinions or preferences (eg the team you support), and images, audio & video of you.

The third parties that your personal information might be disclosed to, collected, stored and used by include:

- BA;
- A.C.T Basketball Incorporated, New South Wales Basketball Association trading as Basketball NSW, Basketball NT Inc., Basketball Queensland Limited, Basketball SA Incorporated, Basketball Tasmania Incorporated, Basketball Victoria Incorporated, Western Australian Basketball Federation Inc. trading as Basketball WA, ('**CAMs / State Organisations'**) which include some of the ABEs;
- Basketball affiliates, associations, competitions, leagues, clubs, teams and venues ('**Basketball Organisations**') which include some of the ABEs;
- competition management platforms (including PlayHQ and World Sport Action) ('**CMPs'**);
- suppliers of goods or services to an ABE and the above, including CMPs, Pixellot AU Pty Ltd, Pixellot Limited (Israel), Glory League Stats Limited (New Zealand) and data hosting providers such as Amazon Web Services and other necessary vendors;
- the assignees and successors of an ABE and the above entities;
- users of and subscribers to HoopsTV, including: your family & friends; other people involved or interested in basketball games, including administrators, coaches, disciplinary bodies, officials, players, referees, & talent scouts; and audiences, fans, and spectators (**Users**);

- other sporting organisations, including the Australian Olympic Committee, the Australian Sports Commission, Commonwealth Games Australia, the National Sports Tribunal, Paralympics Australia, Sports Integrity Australia and international equivalents; and
- employees, contractors, officials and volunteers of the above.

The purpose of collecting, disclosing, storing and using personal information includes the:

- live, delayed and on-demand broadcast, publication, recording or streaming of basketball games, behind the scenes footage/stories, highlights, interviews, pre/post-game shows and showreels ('**Broadcasts**');
- analysis, collation, dissemination and publication of statistics, metrics and other competition or player data ('**Premium Content**');
- administration, commercialisation, operation, marketing and promotion of the game of basketball, including HoopsTV, Broadcasts, Premium Content, and communicating with you;
- access and viewing of Broadcasts and Premium Content;
- talent identification and assessment; and
- conduct of disciplinary proceedings or investigations.

Your personal information may be transferred, stored and processed in Australia and other countries, including New Zealand, and the United States of America. Your personal information may be accessed and viewed around the world via HoopsTV.

Your personal information may be analysed by computer programs, including artificial intelligence, machine learning models and software, for the purpose of making or informing automated decisions in the delivering HoopsTV, Broadcasts, Premium Content, game commentary, privacy preferences, and player and game analysis, highlights and statistics.

HoopsTV, Broadcasts and Premium Content are powered by Pixellot AU Pty Ltd (ABN 81 694 314 326) and their Israeli parent company Pixellot Ltd. Their privacy policies (located on their website: www.pixellot.tv) also apply in respect of your personal information, including your name, age, location, team / league, audio, video or image, when it is disclosed to, collected, stored and used

by them in connection with HoopsTV, Broadcasts and Premium Content. Such information may be stored and processed by them in Australia and the United States of America.

Likewise, some of the third parties mentioned above might each have their own privacy policy - which will apply to any personal information disclosed to, collected, stored and used by them. This includes BA, and the CAMs, Basketball Organisations and CMPs with which you interact – including through your registration and participation in basketball camps, competitions, games, events, programs, seasons, tournaments, training sessions or trials (howsoever described). You should review their respective privacy policies as well.

Basketball game participants (or their parent / guardian) may choose whether their personal information is disclosed – and the ABE will use our best efforts to honour that choice.

3 What personal and sensitive information is collected?

3.1 Personal Information

Personal information is information or an opinion (including information or an opinion forming part of a database) from which it is possible to determine someone's identity.

The information collected by an ABE about a particular person will vary depending on the circumstances of collection. It may include a person's:

- contact details (name, email and/or postal address, phone number), date of birth, gender, image, audio & visual recordings,
- Basketball ID, data, statistics, rankings and results,
- details of Basketball Events that the person has participated in and organisations, such as basketball stadiums or clubs, that the person is a member or has participated at
- ABN, bank details, payment details, credit card details, drivers licence number, passport number, visa details, work permits, insurance details,
- resume/CV details, occupation, employment history, qualifications, social media accounts,
- other information provided by them, for example, information provided in response to competitions, due diligence, forums, investigations, questions, RFPs, surveys or tenders

or information provided in setting up, registering, customising or updating any accounts or subscriptions you have with an ABE, or

- communication history with an ABE.

Only relevant personal information is collected in the particular circumstances. An ABE uses its best endeavours to only collect personal information that is needed.

3.2 Sensitive Information

Sensitive information is a type of personal information that also includes information or an opinion about:

- racial or ethnic origin;
- political opinions;
- membership of a political association, professional or trade association or trade union;
- religious beliefs or affiliations or philosophical beliefs;
- sexual preferences or practices;
- criminal record; or
- health, genetic information or disability.

If it is reasonably necessary in the circumstances, an ABE may also collect sensitive information such as a person's medical history, nationality, their ethnic background and spoken languages or the details of any allergies, customs, disabilities, or dietary requirements.

An ABE is required by law to obtain consent when collecting sensitive information. An ABE will assume consent to the collection of all sensitive information that is provided to it for use in accordance with this Policy, unless told otherwise.

4 How is personal and sensitive information collected?

4.1 Collecting information

Information may be collected when you:

- become a member of an ABE;
- subscribe to any publication of an ABE, including electronic publications;
- provide details to an ABE in an application form, consent form, competition / trade promotion / lottery entry, registration form, checklist, survey, feedback form or incident report;
- provide your ID;
- enter personal information into, or agree to having your personal information entered into, any ABE online system;
- access any ABE App, website, portal or digital platform;
- contact an ABE via email, telephone, text, direct message, or mail or engage with an ABE via social media;
- participate in any Basketball Event;
- purchase or obtain tickets to a Basketball Event from an ABE or an authorised agent, ticket provider or licensee;
- attend or engage with a Basketball Event;
- purchase merchandise, products or services from an ABE or an authorised agent or licensee;
- are elected or appointed to the Board or a committee of an ABE;
- apply for a contract, employment or a volunteer position with an ABE;
- make a donation, provide a grant or funds, or sponsor an ABE,
- apply for and/or obtain an accreditation or permission from an ABE, including administrators, coaches, health providers, media, officials, or referees, or

- you are proposing to provide, or provide, goods or services to an ABE.

Information may also be collected when:

- an ABE is required to do so by law (for education, VET training, child protection, work health and safety laws, Australian Vocational Education and Training Management Information Statistical Standard (**AVETMISS**), visa applications, charitable collections, medical treatment, insurance requirements or other legislation in Australia),
- an ABE is undertaking due diligence or background checks, including reference checks, police checks or working with children checks.

4.2 Providing information

Depending on the circumstances of a request for information, some types of information will be required and others might be optional. If you do not provide some or all of the information requested by an ABE, or it is inaccurate or incomplete, this may affect the ABE's ability to communicate with you or provide the requested products or services may be affected.

By not providing requested information, or providing inaccurate or incomplete information, you may jeopardise your ability to participate in Basketball Events or apply for employment or volunteer positions or otherwise do business or deal with an ABE. If it is impracticable for an ABE to deal with you because you did not provide the requested information or consents, the ABE may refuse to do so.

4.3 Collection from third parties

An ABE may collect personal information regarding a child from the parent or other responsible person associated with that child.

In some circumstances, an ABE may collect information from third parties located in and out of Australia. Examples of such third parties could include:

- Other ABEs, State Organisations, Associations, and Affiliated Clubs,
- the Australian Sports Commission, State / Territory departments of Sport, and other government agencies, bodies and departments,
- the Australian Institute of Sport (**AIS**) and State/Territory Institutes/Academies of Sports,

- the Fédération Internationale de Basketball (**FIBA**) and the International Wheelchair Basketball Federation (**IWBF**),
- the Australian Olympic Committee (**AOC**), the International Olympic Committee (**IOC**), Paralympics Australia (**PA**), the International Paralympic Committee (**IPC**), Commonwealth Games Australia (**CGA**), and Commonwealth Sport (**CS**),
- Sports Integrity Australia (**SIA**), the National Sports Tribunal (**NST**), the World Anti-Doping Agency (**WADA**), government and law enforcement agencies and bodies,
- Leagues, non-affiliated Basketball organisations, governing sports bodies, schools or other educational institutions, and
- prospective employees or suppliers, your referees, business contacts/networks/referrals.

4.4 Information storage and protection

ABEs store information in different ways, including in paper and electronic form. Much of the information ABEs collect is added to BA's *'Basketball Cloud'* database which is operated and hosted by a third-party database storage provider. When information is entered into this and other databases, the information may be combined or linked with other information held about you.

Information may also be entered into, collected by, disclosed to or stored in other internal or third party databases, including competition management systems (such as PlayHQ and World Sport Action), CRMs, ERPs, bookkeeping and accounting platforms, athlete management systems, calendars, emails, contract management systems, project management platforms, marketing platforms, survey platforms, training/learning platforms (such as ETrainU), content viewership platforms, invitation platforms, cloud based storage locations (such as Dropbox, Google Drive, OneDrive, etc), other business systems, as well as archive or back-up environments.

Security of personal information is important to ABE. BA has taken steps to protect the information it holds from misuse, loss, unauthorised access, modification or disclosure. Some of the security measures BA uses includes strict confidentiality requirements of its employees, volunteers, affiliates and service providers of ABEs, as well as security measures for system access and security measures for BA's website such as firewalls and system encryption.

ABEs that are subject to the Privacy Act are required to comply with the Federal Government Notifiable Data Breach Scheme (NDBS). When such an ABE has had a database breach that could result in serious harm, the ABE will notify the individual(s) that is/are affected. The ABE, when notifying the individual(s) and the Australian Office of the Information Commissioner, will also outline what steps will be undertaken in response to the breach. A review of the breach will be undertaken and action(s) implemented to prevent a future breach.

5 How is personal and sensitive information used and disclosed?

5.1 Use

ABEs, and third parties to whom they may disclose personal information in accordance with this Policy, may use personal information for the primary purposes associated with its collection and certain secondary purposes, including to:

- perform the ABEs functions and activities including its respective administrative, business, charitable, competition, educational, marketing, operating, promotional or sporting functions or activities or legal / compliance obligations, including charitable collections / donations, child protection, investigation and management of complaints, response to incidents and reports, monitoring and enforcement of rule compliance, education / training, medical treatment or work health safety;
- research, develop, run, administer, broadcast, promote and market Basketball Events and other activities including award ceremonies, education offerings and organisation and social events;
- verify a person's identity and reduce the likelihood of duplications in its records and systems or reduce the likelihood of impersonation;
- complete, retain and report on background checks;
- assist police and/or other enforcement agencies;
- monitor compliance with the ABEs rules related to wagering;
- research, develop, sell and market products, services, merchandise, tickets and special offers made available by an ABE and third parties;

- respond to emergency situations involving or requiring medical treatment;
- provide you with marketing and promotional communications;
- administer, manage and provide you with access to database(s), self-service portals and other IT based applications – including *Basketball Cloud* and *HoopsTV*; and
- keep you informed of news and information relating to various basketball events, activities and opportunities via various mediums.

ABEs may use health information to ensure that Basketball Events they operate are run safely and in accordance with any special health needs participants may require. Health information may also be kept for insurance purposes. In addition, an ABE may use de-identified health information and other sensitive information to carry out research, to prepare submissions to government or other regulatory bodies, or to plan events and activities. ABEs will not use health information for the purposes of providing a Health Service as defined under the *Privacy Act 1988* and are not, and should not be considered, to be a Health Service.

5.2 Disclosure

Your personal information may be disclosed to a range of persons which include:

- other ABEs, State Organisations, Associations, Affiliated Clubs, Leagues and other organisations and people involved in Basketball;
- participants in and people interested in Basketball Events or the activities or operations of an ABE, including players, coaches, referees, scorers, officials, administrators, fans, spectators, the press and media;
- third parties engaged to carry out functions and activities on an ABE's behalf, including digital service providers, direct marketing and promotional activities, delivery and fulfillment services, ticketing providers, archiving and storage providers;
- professional advisers, including its accountants, auditors and lawyers;
- insurers and insurance brokers;
- medical / health / wellbeing providers;

- travel agents, booking platforms and industry providers, including to arrange accommodation, transportation, conferences, seminars, meals, visas, entries, permits, accreditations, and other travel related goods or services;
- relevant sporting bodies such as the ASC, FIBA, IWBF, AOC, IOC, PA, IPC, CGA, CS, SIA, NST, WADA, AIS, other state, territory, national and international sporting organisations (including the state, territory, national and international counterparts or governing bodies of the foregoing mentioned bodies) and government departments of sport amongst others;
- a purchaser or successor in title, in the case of any transaction involving the sale, merger, amalgamation or the like of an ABE's assets, business or undertaking (in whole or in part);
- any party licenced by BA to operate a sanctioned basketball competition in Australia and/or New Zealand;
- police, law enforcement, disciplinary and other investigatory agencies;
- licenced wagering service providers who have entered into a Product Fee and Integrity Agreement with BA for the sole purpose of monitoring compliance with integrity rules;
- in other circumstances permitted by law; and
- other people that are reasonably apparent at the time personal information is collected by an ABE.

In some circumstances, personal information may also be disclosed outside of Australia including to the USA, New Zealand, Israel, and other countries. Along with countries in which Basketball Events that you are involved with take place – such as nations hosting the Olympics, Paralympics, Commonwealth Games, World or regional championships and other international events, etc. In such circumstances, ABEs will use reasonable endeavours to ensure such parties are subject to a law, binding scheme or contract which effectively upholds principles for fair handling of the information that are suitably similar to the Australian Privacy Principles.

Any disclosure will be on such terms and conditions as the ABE reasonably determines taking into account the circumstances, sensitivity and extent of the disclosure.

Furthermore, an ABE's electronic data may be stored by third party providers, and may be stored offshore. Where personal information is stored offshore, the ABE will use reputable companies and have contracts in place with the service providers to maintain the security and integrity of the information.

5.3 Direct Marketing

Unless you advise the ABE otherwise the ABE will assume you have consented to the ABE using non-sensitive personal information to provide to you better services and also for marketing purposes (including disclosure of such information to service providers and permitted third parties as set out in section 5.2).

Every person whose data is collected by an ABE has the option to refuse e-mail, SMS or posted offers. You may do this by the opt-out procedures included in any communication from an ABE. Information relating to the option to unsubscribe from those communications may be retained.

If you are still not satisfied at the communication you are receiving, you can also write to the relevant ABE's Privacy Officer or alter the direct marketing settings in the relevant user portal.

5.4 Other disclosures

In addition, an ABE may also disclose personal information:

- with your express or implied consent;
- when required or authorised by law;
- to an enforcement body when reasonably necessary; or
- to lessen or prevent a threat to an individual or public health or safety.

5.5 Website

When users visit an ABE's website, the ABE's systems may record certain information about their use of the site, including the web pages visited and the time and date of their visit, or IP address. ABEs use this information to help analyse and improve the performance of websites.

In addition, ABEs may use "cookies", "beacons" or other tracking tools on their websites (collectively **Cookies**). These are small files (often text or image files) that help a website to remember the preferences of users to improve their experience and performance of using that

website, among other things. In some cases, the Cookies may collect some personal information. ABEs will treat this information in the same way as other personal information it collects. If available, you may disable or delete Cookies within your internet browser settings or if given the option from an ABE website to prevent this information being collected; however, you may lose the benefit of an enhanced website experience that the use of Cookies may offer.

Websites linked to or from an ABE website are not subject to the ABE's privacy standards, policies or procedures – including this privacy policy. ABEs do not take any responsibility for the collection, use, disclosure or security of any personal information that you provide to a third-party website.

6 Accessing and seeking correction of information held

ABEs will take all reasonable steps to ensure that the personal information it collects, uses or discloses is accurate, complete and up-to-date. However, each ABE relies on the accuracy of personal information as provided to it both directly and indirectly. Please regularly review and update your personal information as recorded in the various platforms, portals or systems available for you to log into from each relevant ABE, including on *Basketball Cloud*.

ABE's also rely on you and other ABEs, State Organisations, Associations, Affiliated Clubs and competition management systems (such as PlayHQ and World Sport Action) and their respective employees, contractors and volunteers to enter data into various platforms, portals and systems that might in turn be disclosed to an ABE. So it is also necessary for you to check the accuracy of the personal information in those platforms, portals and systems.

Individuals may request access to or correction of their personal information held by an ABE by making a written request via the contact options set out below. An ABE will respond to your request for access within a reasonable period (usually within 30 calendar days). If you find that the personal information held about you is inaccurate, incomplete or out-of-date, please contact the relevant ABE immediately so it can be corrected.

7 Resolving privacy issues and complaints

Any issues or complaints in relation to the collection, use, disclosure, quality, security of and access to your personal information by BA may be made to the BA Privacy Officer at:

Privacy Officer
Basketball Australia
PO Box 4140, KNOX CITY CENTRE, 3152 VIC
E: ceooffice@australia.basketball

BA will endeavour to respond to your complaint within a reasonable period (usually within 30 calendar days).

Any issues or complaints in relation to the collection, use, disclosure, quality, security of and access to your personal information by any other ABE, including all employee enquiries, job applications, scoring queries, player registrations, supplier matters and any other matter should be referred directly to the relevant ABE via the contact details on their website.

If an ABE is unable to resolve your complaint, or you are unhappy with the outcome, you can contact the Office of the Australian Information Commissioner via its enquiries line 1300 363 992 or website http://www.oaic.gov.au/ to lodge a complaint.

For further information on an ABE's management of personal information, please contact the relevant ABE.

This Privacy Policy may be amended from time to time. The latest version will be published on the BA website and either published or referred to on other ABE's websites.

8 Associated policies/resources

Other documents that might have a bearing on privacy and the handling of personal information include the following, to the extent that they apply to a particular ABE:

- National Framework for Ethical Behaviour and Integrity in Basketball ('The National Integrity Framework') (NIF)
- Code of Conduct for the Good Administration of Basketball (NIF Appendix 1)
- Member Protection Policy (NIF Appendix 5)
- Child Safeguarding Policy (NIF Appendix 6)
- Complaints Policy (NIF Appendix 7)

- BA Whistleblower Policy

9 Definitions & Interpretation

In this policy the following terms are defined below:

Term	Definition
Affiliated Clubs	Basketball clubs, which are a member of or affiliated to an Association or League
Associations	Basketball associations recognised by BA or the respective State Organisation
Australian Basketball Entity / ABE	BA and such of the following organisations that have adopted this privacy policy as their own: • State Organisations; • Associations; and • Affiliated clubs, being those Basketball clubs, which are a member of or affiliated to an Association or League.
Leagues	Basketball leagues recognised by BA or the respective State Organisation including the NBL operated by National Basketball League Pty Ltd (NBL) and the WNBL operated by W-Basketball Co Pty Ltd (WNBL).
State Organisations	The governing bodies of Basketball in each Australian State and Territory including A.C.T Basketball Incorporated, New South Wales Basketball Association trading as Basketball NSW, Basketball NT Inc., Basketball Queensland Limited, Basketball SA Incorporated, Basketball Tasmania Incorporated, Basketball Victoria Incorporated, Western Australian Basketball Federation Inc. trading as Basketball WA

Include	The words ‘include’, ‘includes’ and ‘including’ are to be construed without limitation and will be deemed to be followed by the words ‘without limitation’

Version Control

Version	Date	Author	Changes made
1.0	29 April 2014		First version
2.0	November 2019		
2.1	April 2025	Governance Support	Minor edits, new template
2.2	October 2026	GM Legal and Governance	Australian Basketball Privacy Clause
2.3	November 2026	GM Legal and Governance	Material edits for completeness, clarity and compliance



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