

DIGITAL RIVER NETWORKS PTY LTD
PRIVACY POLICY v1.01 (OCTOBER 2007)



- 1. Purpose of this policy:** This policy relates to the collection and use of personal information which Digital River may be provided or it may collect from you or third parties about you in order to provide its services to you, enable our business operations and to comply with our legal obligations. Digital River takes its responsibilities to you and under the Privacy Act 1988 (Cth) very seriously and ensures that its use and disclosure is only done in accordance with this policy.
- 2. Collection of Personal Information:** Digital River collects personal information about you in order to provide your service, enable our business operations and to comply with its legal obligations. The type of personal information we collect may include your name, address, telephone numbers, credit information and information on how you use our products and services. This information permits us to issue accurate bills and also helps us develop products and plans to suit your needs.
- 3. How we use your Personal Information:** The personal information you provide or we collect may be used in a number of ways for our business operations and legal requirements, including:
 - (a) processing your application;
 - (b) carrying out credit assessment;
 - (c) providing you with products and/or services requested;
 - (d) billing and administering your account;
 - (e) customer care requirements;
 - (f) carrying out market and product analysis and activities for us, our related companies or partners;
 - (g) carrying out any activity in connection with legal, governmental or regulatory requirements on us including legal proceedings, crime or fraud prevention, detection or prosecution.
 - (h) Other purposes which would be reasonably expected by you.
- 4. Consent and acknowledgement:** We will not use your information for purposes other than described in item 3 unless we have your express or implied consent or there are specified law enforcement or public health and safety reasons. You consent to us using the information as required and acknowledge that we may disclose information as including to:
 - (a) credit providers or credit reporting agencies for the purposes permitted under the Privacy Act;
 - (b) law enforcement agencies to assist in the prevention of criminal activities;
 - (c) our service and content providers, contractors, dealers and agents, resellers, partners or related companies for purposes that are related to providing you with a telecommunications service which would be reasonably expected.
- 5. Security of your Personal Information:** We will take reasonable steps to ensure that the personal information we collect, use or disclose is accurate, up to date and stored in a secure environment protected from unauthorised access, misuse, modification or disclosure. We will keep your information for as long as required for our business operations and legal requirements, which could be in excess of 7 years.
- 6. How to access your Personal Information:** Upon your request, we will take reasonable steps to let you know, generally, what sort of personal information we hold, for what purposes and how we collect, use and disclose that information.