

Fairfax Facebook App privacy policy

The general Fairfax Privacy Policy applies to content provided by, and your use of, Fairfax Social Readers and other Fairfax Facebook apps (the "Apps").

This privacy policy applies just to the Apps and supplements the general Fairfax Privacy Policy. If there is any inconsistency between this Fairfax Facebook Apps Privacy Policy and the general Privacy Policy in relation to your use of the Apps and the data we collect via the Apps, then we will follow this privacy policy.

In this policy, "us", "we" or "our" means Fairfax Media Limited (ABN 15 008 663 161) and its related bodies corporate (Fairfax Media).

We may, from time to time, review and update this policy, including to take account of new or amended laws, new technology and/or changes to our operations. All personal information held by us will be governed by the most recently updated policy. This policy was last updated in July 2012.

As a registered Facebook user, you are also subject to Facebook's privacy policy. For more information, go to <http://www.facebook.com/about/privacy/>.

Collecting information about you

We will collect and use individual user details only where we have legitimate business reasons and are legally entitled to do so, for example:

Social Readers

The information about you that we may collect via the Social Readers includes your basic Facebook account information – that is, name, email, profile picture, birth date, gender, networks, user ID and any other information you choose to share according to your Facebook account settings, as well as the user details of your Facebook friends, and information about your use of the App. We may also collect information about you that is not personal information, such as the articles you read within the app.

My Masthead

The information about you that we may collect when you log-in to My Masthead using Facebook, or update your user details for My Masthead, includes your basic Facebook account information – that is, name, profile picture, email, date of birth, gender and postcode/current city. We may also collect information about you that is not personal information, such as interests, education, relationship status, pages and content shared or consumed.

How we use information about you

We collect and use information about App users for five main reasons:

- To operate the Apps
- To personalise the content of the Apps for individual users
- To help us to monitor and improve the Apps

- Where appropriate, to advertise on the Apps (for example, Social Readers)
- With user consent, to market products and services to individual users.

If you consent to us using your information for marketing, you should receive marketing emails only from Fairfax Media about its offers, products and services and, if you choose, offers, products and services from our carefully chosen third parties. It will be made clear to you where you have these choices, for example, tick boxes will let you decide whether you wish to receive marketing. We may, however, email you occasionally with information or queries about the Apps, for example, to offer rewards to users.

We will not transfer any personal information we receive from you via the Apps to any third parties outside Fairfax Media.

Sharing your information with us and others via Social Readers

When you first access a Fairfax Social Reader, for example by clicking on a link to a Fairfax Media article from your Facebook newsfeed, you will be presented with a Facebook permissions page, which will advise you about the Facebook information you will be sharing with us and other Facebook users. If you decide not to grant that permission to share your Facebook information, you will not be able to use the Social Reader.

When you use the Social Reader App, by granting permission you will be agreeing to share your Facebook user details (including your name, profile picture, birth date, gender, networks, user ID and any other information you choose to share according to your Facebook account settings) as well as the user details of your Facebook friends, and information about your use of the App, for example, the articles you are reading. We will only use your friends list and data in the context of your experience on the App.

If you choose to post content or other data on the Social Reader App, for example, by commenting on an article, this can be accessed by all of your Facebook friends and potentially other Facebook users depending on your privacy settings on your Facebook apps settings pages. You can edit who can see your activity on your Facebook apps settings page.

If you decide not to share information with your Facebook friends about a particular article you have accessed you can make your reading private using the "remove from timeline" facility at the top of the article page.

Logging in to My Masthead using Facebook

If you log in to www.smh.com.au or www.theage.com.au using your Facebook log-in as a means of authentication, you grant permission to Facebook to share your user details with us. This will include your name, email address, date of birth, gender and location which will then be used to form a Fairfax membership profile. Authenticating also permits the sharing of your gender, networks, user ID and any other information you choose to share according to your Facebook account settings.

Similarly, if you are already a My Masthead user and agree to provide us via an App with further user details to complete our records, you grant permission to Facebook to share those user details with us.

Removing an App and deleting data

You can remove a Social Reader app by accessing the application settings in your Facebook account settings –

<http://www.facebook.com/settings?tab=applications>. Once you remove the Social Reader app we no longer have permission to access your Facebook information and your data will be removed from the Social Reader App.

If you no longer want to log in to My Masthead using your Facebook log-in, you can access your account details page in My Masthead and remove the social connection.

Once you remove an App we no longer have permission to access your Facebook information. However, if you have given us your express consent to use your data for specified purposes, we may retain that data and continue to use it for those purposes until you tell us that you withdraw that consent.

You would need to cancel your Fairfax membership as a separate step.

How to contact us

If you would like to seek access to personal information we hold about you, or if you have any questions or complaints about how we collect, use, disclose, manage or store your personal information, you can contact <https://membercentre.fairfax.com.au/ContactUs.aspx> or write to:

Privacy Officer
Fairfax Media
GPO Box 506
Sydney NSW 2001