



Optus

You should read this guide if:

- You are concerned about data that can directly or indirectly identify you.
- You would like to know how Optus is utilising your data.
- You would like to know how you can access, download or modify your Optus data.

What data does Optus collect about me if I use their Mobile services?

Optus collects different sorts of “personal information”, depending on whether you’re a pre-paid or post-paid customer. Generally, Optus collects data like your name, address, date of birth, gender, occupation, interests, location, contact details, payment details, financial information, and information about how and where you purchased and use their products.

How does Optus collect my data?

There are 5 categories of information that the company can collect about you:

1. The data the company collects while you are using their services: this includes your personal information, any extra de-identified information and the information that the company is authorised and mandated to collect as part of the *Telecommunications Act 1997*.
2. What Optus collects from your online activity on their websites: this includes the cookies and other digital identifiers such as site performance identifiers, analytics cookies and advertising cookies.
3. What the company collects from others: this includes the personal information that other people or entities have about you. Optus may also collect, buy or obtain personal information from other sources to help them identify people who might be interested in hearing about their products and services.
4. Your credit worthiness: The company collects some types of personal information to assess your credit situation when you apply for certain services.
5. Sensitive personal information: The company may collect “sensitive information”, such as biometric information (your voiceprints) or details about your race, ethnicity, politics, religious or philosophical beliefs, sexual preferences, health, genetics or criminal record. This kind of information will only be collected with your permission.

Why is Optus collecting this data?

The company claims to collect data in order to:

- supply you with their products and services;
- provide you with the best possible service;
- analyse your behaviour and practices in order to meet your current and future needs;
- develop or evaluate products;
- serve you with relevant advertising;

- manage their business and comply with their legal obligations;
- provide listings in third party directories;
- analyse usage and commercialise statistical information;

Where can I access and download the data that Optus has collected about me?

Getting access to the information that Optus has about you can be tricky, as you have to know what to ask for. For instance, if you ask the company, they will usually give you access to the personal information they hold about you after confirming your identity. You can get this information by calling them on **1300 784 937** or chatting online with one of their agents by going to **optus.com.au/shop/support** and clicking on the **Live chat** link.

However, Optus may not let you know if they have used your information for research and analysis, or if they have traded your information after your data has been de-identified and cleaned.

Why should I access or download my Optus data?

We recommend on checking your personal information with Optus so that you know that your data is up-to-date. After going through your data, you may choose to alter or limit the amount of non-essential information you provide to the company.

What happens to my personal information and other data after I stop using my Optus number?

Some of your data is stored with Optus even after you stop using their services.

Can I ask Optus to delete my data?

You can ask Optus to delete some customer account information, but they are required by law to retain some data for a certain period of time.

Does Optus share my data when I move my number to another mobile operator?

Optus may be required to share some data with other operators in line with the Mobile Number Portability Code.

Is this all the data that Optus has on me?

When you access your information from Optus, you only have access to personal information like your name and address. Unlike Telstra, they do not provide detailed information about how you use your service upon initial request.

Can I do anything else to protect my data?

- Pay attention when Optus talks about privacy and data. Consider if their corporate ethics align with your personal beliefs.
- Become familiar with Optus' privacy settings.
- Conduct an annual privacy check on your account.

Please note: This guide was based on the relevant privacy policy and supporting information available on March 15, 2019. Policies and practices may have changed in the meantime.