



GAMEDAY

AFL - Communicator Primary vs Secondary Communication

Last Modified on 29/01/2024 2:17 pm AEDT

To comply with legal obligations, please ensure all communications fall within the legitimate purposes described below.

Primary Purpose/Implied Consent: This communication should be contained to including only information that, if not communicated would affect the administration of the game. For instance: if the game is postponed, cancelled or forfeited, or if there is a change in time or location. These are the ONLY types of communications that can be sent to the whole database.

Secondary Purpose/Express Consent: This communication can contain information about the season (e.g. scores, statistics, weekly newsletters), special offers, promotions and marketing. These communications can ONLY go to those who have opted-in to receiving this information upon registration and have not opted-out prior to the last 7 days.
