



## **Centre News Subscriber Privacy Notice**

**Midland Gate** (ABN 54 386 584 075) ('We', 'Our' or 'Us') gathers your personal information for the following purposes:

- Offering you access to shopping centre news updates, events, and promotions through our digital services.
- Providing appropriate responses to any questions or requests for further information you may have.
- Managing, operating, and enhancing the centres and digital channels to better cater to your needs.

We will de-identify and aggregate your data for market research and data analytics. Your personal information may be shared with our related bodies corporate and service providers, including those located in the USA. Additionally, we collect information about your usage of our services to comprehend your interests, preferences, and activities related to the centres and digital services we manage, utilizing cookie files and other tracking technology.