

# SYDNEY FESTIVAL PRIVACY POLICY

June 2023

## Our Commitment to your Privacy

Sydney Festival is committed to managing and protecting the privacy and security of your personal information in accordance with the *Privacy Act 1988* (Privacy Act) and the Australian Privacy Principles (APPs). Our Privacy Policy explains how we use, process, store and share the personal information we collect about you, how you can exercise your rights in respect of that information and the procedures we have in place to safeguard your privacy.

In this Privacy Policy, “**we**”, “**us**” and “**our**” refers to Sydney Festival and “**you**” refers to any individual about whom we collect personal information.

### 1. How we collect and hold your personal information

Sydney Festival collects personal information from you in a number of different ways depending on the type of dealings that you may have with Sydney Festival. For example, we will collect your personal information when you buy tickets over the phone by calling our ticketing agencies and venues, in person at our ticketing agencies and venues, or online through our ticketing agencies and venue websites, plus when participating in Sydney Festival research and surveys both onsite and online at various points throughout the year.

Apart from the collection of personal information through ticket sales, Sydney Festival will also collect personal information from you over the phone, in person or electronically to undertake our daily artistic and administrative operations. For example, Sydney Festival may collect personal information about you when you interact with our webpage, ticketing platform, social media or online forums, respond to our marketing programs, participate in our offers and promotions, or give us your personal details at events.

We may also collect information about you from our business partners, financial service providers, identity verification services, and publicly available sources in order to ensure the security of your transactions with us.

Our partners may also collect information about you via our use of closed-circuit television (CCTV). CCTV cameras are located in public areas that are in public view as far as possible. We use CCTV at Sydney Festival venues, for the purposes of ensuring the safety and security of our customers, staff, and the general public, and for the protection and management of our facilities.

### 2. What information we collect

In the course of conducting our business and providing the services to you, Sydney Festival may collect the following personal information:

- Your name and address including postcode;
- Contact details including your phone number and email address;
- Identification information including your login credentials;
- History of your communication with us;
- Your credit card details;
- Purchase details including purchase amount, date of purchase and payment method;

- Recordings of your image, sound and/or voice through the use of CCTV systems; and
- Details or history of preference, opinions, interests and behaviours related to our services (such as events or performances that you purchase tickets for), and any other activities on social media and our website.

We may also collect any other personal information that is needed to subscribe you to our services, and this includes information that will identify you as an individual, such as your age or date of birth. If you are offering services to us or seeking to work with us, we may record and keep your tax file number, ACN or ABN.

### **3. Sensitive information**

Sydney Festival will not collect sensitive information about an individual unless the individual has consented to the collection of the sensitive information.

### **4. Your personal payment information.**

If you purchase tickets or make a donation through the Sydney Festival booking system, no personal details or identifiers are transmitted through the payment gateway.

If you are required to pay for the services of Sydney Festival or choose to pay for the services by credit card, your credit card details are not stored with Sydney Festival and cannot be accessed by Sydney Festival staff.

### **5. Why Sydney Festival needs to collect personal information**

Sydney Festival will need to collect your personal information for a number of different reasons, dependent on the kind of dealings you may have with Sydney Festival. Sydney Festival will only use or disclose personal information for the primary purpose that it was collected or for a purpose related to the primary purpose that you would reasonably expect it to be used for.

We use your personal information, or disclose it to our service providers, in order to:

- provide you with our products and services;
- notify you of any changes in date or time of a performance;
- resolve any complaints;
- answer your enquiries and provide customer support services;
- ensure the safety and security of our customers, staff, and the general public, and to protect and manage our facilities;
- send out information about upcoming Sydney Festival performances;
- conduct market research and analysis;
- conduct marketing activities; and
- comply with laws and regulations.

We may disclose your information to our partners with whom we co-present events. These partners may be located anywhere in the world depending on the event. We may also permit third parties located overseas to use your information in order to provide services to us. When this happens, we put in place terms and conditions that ensure that your personal information is protected.

For situations where Sydney Festival collects personal information from individuals who are not customers, Sydney Festival will only use the personal information for the main business purpose that it was collected. For example, where Sydney Festival may have the contact details of an individual (such as a mobile or email

address) who is the "point of contact" within an organisation with which it does business, Sydney Festival will only use those contact details for business purposes.

If Sydney Festival engages contractors and service providers to handle personal information, it requires these organisations or individuals to agree to comply with the Sydney Festival Privacy Policy, the APPs and with strict conditions governing how personal information is to be handled.

## **6. Disclosing information overseas**

Some of the entities that we share personal information with may be located in, or have operations in, other countries. This means that your information may be stored or accessed in countries including the United States of America and the European Union.

When we use organisations based overseas to hold or process your personal information, we ensure that they are subject to legal obligations that are substantially similar to the Privacy Act, and we ensure that there are appropriate data handling and security arrangements in place.

## **7. Direct marketing**

Sydney Festival may send you direct marketing communications, information and offers about services that we think may interest you, as permitted under applicable privacy laws. This communication will occur via email, physical mail, SMS or social media.

We will only send these communications where you have opted in to (and not subsequently opted out of) receiving such communications from us. You can opt out of marketing communications at any time (see our contact details at section 15 below).

You will need to allow up to 30 days for your records to be amended.

## **8. Cookies**

To help provide services to you, Sydney Festival may use cookies, web beacons and other technologies on its website. A cookie is a small piece of text sent to your browser by a website you visit. Cookies allow you to browse our website and access all pages, as well as helping the website to remember information about your visit to make your next visit easier and the site more useful to you. Cookies play an important role - without them, Sydney Festival website would treat you like a new visitor every time.

Sydney Festival may use web beacons to track general user traffic patterns and email open rates. Sydney Festival may also collect information about your online activities on websites and connected devices over time and across third-party websites, devices, apps and other online features and services.

Generally, the information collected by cookies and tracking images may be used for the following purposes:

- to keep track of your opt-in subscriptions and site preferences;
- keeping count of return visits to our website;
- accumulate and report anonymous, aggregate statistical information on email and website usage;
- to optimise online advertising campaigns and deliver you relevant marketing communications.

If you do not wish to receive any cookies, you may set your browser to refuse cookies on a site-by-site basis, however this may mean you will not be able to take full advantage of Sydney Festival services.

## 9. Keeping your personal information secure

Sydney Festival has security measures designed to protect against the loss, misuse and/or alteration of the information under its control. Sydney Festival maintains protected databases on the internal Sydney Festival server that limit access to Sydney Festival personnel.

Sydney Festival stores your personal information in secure databases with our third-party service providers, as well as in paper-based files. Once the information contained in paper-based files is converted to electronic form for use or storage, the paper-based files are securely destroyed.

CCTV footage is securely destroyed by our third-party service provider when it is no longer needed by Sydney Festival after the event has ended.

In the unlikely event of a data breach, we have measures in place to respond and manage to data breaches in accordance with the Notifiable Data Breach scheme under the Privacy Act.

## 10. Access to personal information

You can access the personal information we have about you by contacting us (see our contact details at section 15 below). We'll do our best to respond within 30 days, and if it will take longer, we'll get in touch to let you know why and to ask for more time. We will require that you provide personal identification.

There are certain circumstances where we may refuse or limit your access to information, for example when the information is commercially sensitive. If this is the case, we will discuss this with you.

There is no charge to access your personal information, other than for reasonable time we spend locating and compiling your information.

## 11. Correcting and updating your file

We will update your personal information if you contact us, or if we believe that it is out of date or incomplete, based on other sources such as public records.

Depending on your location and to the privacy law applicable to you, you may have the following rights with regard to the data Sydney Festival collects about you:

- The right to request that Sydney Festival rectifies or updates your personal information that is inaccurate, incomplete or outdated;
- The right to request that Sydney Festival erases your personal information in certain circumstances provided by law;
- The right to request that Sydney Festival restricts the use of your personal information in certain circumstances; and
- The right to request that Sydney Festival exports to another company, where technically feasible, your personal information that it holds in order to provide services to you.

Where the processing of your personal information is based on your previously given consent, you have the right to withdraw your consent at any time. You may also have the right to object to the processing of your personal information on grounds relating to your particular situation.

Sydney Festival will take all necessary steps to ensure that the personal information is accurate, and where possible, kept up to date.

If you want to withdraw your consent or want us to erase the personal information we hold about you, please contact Sydney Festival at the contact details set out at section 15 below. We will take reasonable steps to respond to your request and comply to the extent required by applicable law.

## 12. Your right to anonymity

Where it is lawful and practicable to do so, you may undertake business with Sydney Festival without identifying yourself or by using a pseudonym. For example, you may purchase tickets to a Sydney Festival performance by cash payment, in person, over the counter, without being asked for personal details. Naturally, without your personal information we will not be able to contact you if a show is cancelled or details change.

## 13. Third party websites

Sometimes the Sydney Festival website contains links to third party websites, for your convenience and information. When you access a non-Sydney Festival website, please understand that Sydney Festival is not responsible for the privacy practices of that site. We suggest that you review the privacy policies of each site you visit.

## 14. Changes to the Sydney Festival Privacy Policy

Sydney Festival reserves the right to change its Privacy Policy at any time and notify you by posting an updated version of the policy on its website, and, where appropriate, notifying you directly.

## 15. Privacy complaints process

If you wish to complain about how Sydney Festival has handled your personal information, please provide the **Sydney Festival Privacy Officer** with full details of your complaint and any supporting documentation by email at [privacy@sydneyfestival.org.au](mailto:privacy@sydneyfestival.org.au).

The Sydney Festival Privacy Officer will endeavour to:

- provide an initial response to your query or complaint within 10 business days, and
- investigate and attempt to resolve your query or complaint within 30 business days or such longer period as is necessary and notified to you.

If you are not satisfied with our response to your complaint, or you consider that we may have breached the APPs or the Privacy Act, a complaint may be made to the Office of the Australian Information Commissioner, using the following details:

Phone: 1300 363 992  
Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)  
Address: GPO Box 5218 SYDNEY NSW 2001  
Website: <https://www.oaic.gov.au>

## 16. Contact Details

For further information about your personal information held by Sydney Festival, privacy issues and the protection of privacy, please contact the **Sydney Festival Privacy Officer** on:

Phone: (02) 8248 6501  
Email: [privacy@sydneyfestival.org.au](mailto:privacy@sydneyfestival.org.au)  
Address: Level 5, 10 Hickson Road, The Rocks, NSW 2000