

# OPTUS STADIUM

## PRIVACY POLICY

Optus Stadium is proudly managed and operated by VenuesLive Management Services (WA) Pty Ltd as agent for the Western Australian Sports Centre Trust, trading as VenuesWest (**Optus Stadium, we, us, our**).

We respect your right to privacy under the Privacy Act 1988 (Cth) (**Privacy Act**) and are committed to protecting your personal information in accordance with the Australian Privacy Principles, as set out in the Privacy Act, which deal with the collection, management and disclosure of your personal information.

This Privacy Policy outlines how we collect, use and manage your personal information. It applies to the services you use when you visit Optus Stadium, such as purchasing a product at Optus Stadium, and when you use our digital services. The term 'digital services' refers to products or technology at Optus Stadium, as well as our websites, mobile applications, social media platforms and other online services. Please note that certain third parties may be able to identify you across sites and services using the information they process, however, any such processing is not done at the direction of Optus Stadium and is outside the scope of this Policy.

### 1. Your personal information is important to Optus Stadium.

We respect that you have a right to make your own choices about how your personal information is collected and used. We acknowledge that when you provide your personal information, you do so trusting that we will only collect and use your personal information in accordance with this Privacy Policy, unless you authorise us to do otherwise.

### 2. What personal information do we collect and hold?

The term 'personal information', when used in this Privacy Policy, has the meaning given to it in the Privacy Act. It is information that can be used to personally identify you and may include:

- your name, date of birth, place of birth, gender, address, email, information from social media accounts (including social media handles), and / or phone;
- information about your location, including data from GPS, wi-fi triangulation and similar, and social media tags/posts);
- information collected through your use of our networks, websites, customer support services, social media sites or otherwise (eg, web server logs, browsing data, cookies, web beacons, clear gifs and pixel tags);
- recordings of your image and/or voice from the use of digital photography services;
- recordings of your image and/or voice through the use of closed circuit television (CCTV) systems and other surveillance devices, to ensure the security of our operations and the safety of all persons entering in and/or using Optus Stadium and the Stadium Park and the public generally. All footage captured by the CCTV systems is retained for a maximum period of thirty (30) days, after which time it is erased, unless it has been identified prior to this expiry period and retained for the purpose of investigating a specific incident;
- recordings of your voice from the use of our communication tools (including phone and radio communications) and written correspondence to us;
- information about your health (eg. when buying tickets for wheelchair accessible spaces, when you request ACROD parking permits, when we are responding to a medical incident at Optus Stadium; when we are required by law to collect such information);
- your image and/or vehicle licence plate number, when you access or use car parks located at Optus Stadium and the Stadium Park; or
- details of products and services you have purchased from us, or enquired about, and any additional information necessary to deliver those products and services (eg. payment method details), respond to your enquiries and generally complete any commercial transaction between us.

### 3. How do we collect personal information about you?

We collect your personal information from various sources, including when you: :

- provide us with your personal information and contact details;
- complete a transaction using any of our services, including when you order or purchase products and/or services from us, our partners, or ticketing agents when purchasing tickets to events at Optus Stadium;

- enter your personal information on our websites;
- interact with us through our social media platforms (including Facebook, Instagram and Twitter – these services will also handle your personal information for their own purposes, in accordance with their own privacy policies);
- subscribe to any newsletter, participate in surveys, questionnaires, requests for feedback, competitions or promotions;
- submit your resume or an application for employment opportunities at Optus Stadium;
- enter Optus Stadium or the Stadium Park, through the use of CCTV and other surveillance devices;
- use the Optus Stadium Wi-Fi service or use mobile applications developed by us or for Optus Stadium;
- require assistance from medical or security staff whilst at Optus Stadium or the Stadium Park; or
- contact us, and we may also keep a record of that contact, including any personal information provided by you.

We will collect or use your personal information where required or authorised by law, or otherwise permitted under applicable privacy laws (including the Privacy Act 1988).

#### **4. What happens if we cannot collect your personal information?**

You are not obliged to provide us with your personal information, however if you choose not to, we may be unable to:

- provide you with a requested product or service;
- provide you with information about products and services;
- transact business with you; or
- provide you with an appropriate level of service.

#### **5. Use of cookies, web beacons and other technology.**

We use cookies (including third party vendor re-marketing tracking cookies), web beacons and other online technologies to collect information on the use of our services.

This information may be used to make your use of our websites and services as convenient as possible, to identify repeat visitors to and areas of interest on our websites, and to analyse visiting patterns. We do not use cookies to obtain personal information without your consent. We, and our partners, may use cookies and web beacons to monitor your internet activities to provide you with targeted advertising based on your prior visits to our websites and your interests.

Most web browsers are set to accept cookies, however if you do not wish to have any information collected through the use of cookies you may set your browser to disable cookies. You may also delete cookies from your hard drive at any time.

#### **6. How we use your personal information.**

Your personal information is generally held and used for the purpose of which it was provided or obtained, including in the following ways:

- to provide you with goods and services, and to give you the most worthwhile experience in attending Optus Stadium or the Stadium Park or when using any of our websites or social media platforms (including our websites, and Facebook, Instagram and Twitter accounts);
- to conduct surveys, questionnaires, market research, customer profiling and requests for feedback which helps improve our services;
- to prevent or detect unlawful behaviour, or as part of the investigation and/or analysis of incidents or occurrences at Optus Stadium or the Stadium Park; or
- to investigate, respond to and defend claims made against us, or involving Optus Stadium, or to commence and represent claims on our behalf or involving Optus Stadium.

We, and third parties operating on or through our services, may also:

- conduct targeted advertising for the purpose of promoting our events and other partner goods and services,

- send marketing communications by creating custom marketing audiences on third-party websites (such as social media platforms ie. Facebook); or
- provide you with news, offers, and other information about us, our upcoming events and our goods and services, where you have given your consent or registered to receive these communications from us.

If you wish to unsubscribe from receiving these communications please follow the unsubscribe instructions in any email or communication we send you, or please write to Privacy Officer, Optus Stadium, PO Box 630, Victoria Park WA 6979 or email us at [privacy@optusstadium.com.au](mailto:privacy@optusstadium.com.au) and we will do it for you.

We will not use any of your personal information without your consent, unless:

- required under the Privacy Act or by any other law, including under an order issued by a court or tribunal;
- required to do so for security and/or law enforcement purposes, or to protect the rights, property or personal safety of other attendees at Optus Stadium or the Stadium Park, or any member of the public; or
- we believe it necessary to fulfil any of the purposes described in this Privacy Policy.

## **7. Who we disclose your personal information to and why?**

In order to fulfil the purposes described in this Privacy Policy we may need to share your personal information with other organisations who provide goods and/or services on our behalf. These may include the police, other law enforcement agencies, other government or regulatory authorities, and/or medical and emergency services providers.

We may also share certain personal information with:

- third parties, which may include for information technology providers or payment processing organisations, in order to provide you with goods and/or services;
- third party digital agencies, networks and marketing platforms, so that we can create and better target ads and content to you and others with similar interests on other websites or media; and
- sponsors and partners of Optus Stadium, and hirers and promoters of events at Optus Stadium, so that these parties can process your enquiries, run their events, and for other legitimate business interests as described in their privacy policies. We otherwise do not disclose your personal information to these third parties for marketing, advertising and/or promotional purposes, unless you have consented to receive such information. You can withdraw your consent to receiving information from the sponsors and partners of Optus Stadium and events at Optus Stadium by following the unsubscribe instructions in the communications sent to you by these parties.

We may also share your personal information with a recipient overseas, if we reasonably believe that it will be held, used and/or disclosed by the recipient in accordance with applicable privacy laws (including the EU General Data Protection Regulations). By providing us with your personal information you are providing your consent for us to disclose your personal information overseas, and you are aware that by providing such consent we will cease to be accountable for the overseas recipient's handling of your personal information under applicable privacy laws.

## **8. You can access the information we keep about you.**

If at any time you want to know what personal information we hold about you, or you wish to access personal information that we may hold, please write to Privacy Officer, Optus Stadium, PO Box 630, Victoria Park WA 6979 or email us at [privacy@optusstadium.com.au](mailto:privacy@optusstadium.com.au).

All requests for personal information must include proof of identity that we reasonably request (eg. passport or driver's license) the purpose of your request, and should include your phone number in case we need to contact you. We may require additional information, dependent on the nature of your request. Access to personal information will be provided, unless we are required to refuse a request in accordance with the Australian Privacy Principles.

There is no application fee for making a request to access your personal information, however we may charge an administrative fee for the provision of information in order to cover our reasonable costs in identifying and providing the requested information.

If we do not agree to provide you with access to personal information we hold you may seek a review of that decision.

## **9. Changing and updating the personal information we have about you.**

We will take all reasonable steps to ensure the personal information we collect, use or disclose is accurate and complete. If at any time you need us to change your personal information please write to Privacy Officer, Optus Stadium, PO Box 630, Victoria Park WA 6979 or email us at [privacy@optusstadium.com.au](mailto:privacy@optusstadium.com.au). All requests to change personal information must include proof of identity, and should include your phone number in case we need to contact you. Once proof of identify has been confirmed we will amend your personal information accordingly.

If you wish to have your personal information deleted, please write to Privacy Officer, Optus Stadium, PO Box 630, Victoria Park WA 6979 or email us at [privacy@optusstadium.com.au](mailto:privacy@optusstadium.com.au). All requests to delete personal information must include proof of identity, and should include your phone number in case we need to contact you. Once proof of identify has been confirmed we will take all reasonable steps to delete such personal information unless it must be kept for legal reasons.

#### **10. Response Times.**

We will endeavour to respond to your request, enquiry or complaint within a reasonable time frame. When your request is to access, change or delete any of your personal information please allow at least 30 days, once proof of identity has been confirmed, for us to process your request.

#### **11. Competitions.**

From time to time we conduct competitions on our websites and through our social media platforms (Facebook, Instagram or Twitter). When we run these competitions, you may be provided with the choice of being added to a mailing list to receive further information from us and our partners. Unless you choose to receive further communications from us or our partners, the information which we collect from your entry in the competition is not used for any purposes other than for the competition.

#### **12. Storage and security of your personal information.**

We will take all reasonable steps to keep the personal information which we hold about you secure and protected from misuse, loss, unauthorised access, modification or disclosure. We continually endeavour to improve security safeguards in line with current industry standards, however unfortunately no data transmission over the internet is totally secure. Accordingly, we cannot guarantee that unauthorised third parties will not be able to defeat the technical measures put in place to secure your personal information. We will not be held responsible for events arising from unauthorised access to your personal information. We will destroy or de-identify your personal information when no longer needed or no longer required to be held by law.

#### **13. Notifiable Data Breaches**

We will notify you, and where applicable any relevant authority (eg. the Australian Information Commissioner), in accordance with applicable privacy laws, in the event of any loss, or unauthorised access to or disclosure of your personal information, that is likely to result in serious harm to you.

#### **14. Links to other websites.**

We provide links to third party websites on our websites, and allow third party advertising on our websites and social media platforms, or via the IT network at Optus Stadium. These linked websites or advertisements are not under our control and we are not responsible for the conduct of companies linked to our websites. Before disclosing your personal information on any other website, we advise you to examine the terms and conditions of those websites. We are not responsible for how your personal information is collected and used by these third party sites.

#### **15. Future changes**

We are committed to being Australia's premier stadium hosting world class sporting and entertainment events. This means that our business will continue to evolve and improve as new products, services and features are introduced. Accordingly, we will review and update our policies as required. We reserve the right to update and change our Privacy Policy at any time, by posting an updated version of the policy on our websites. The amended Privacy Policy will apply whether or not we have provided you with specific notice of any changes or updates.

#### **16. What to do if you have a problem or question.**

If you have any complaints or inquiries concerning your personal information, or relating to this Privacy Policy, please write to Privacy Officer, Optus Stadium, PO Box 630, Victoria Park WA 6979 or email us at [privacy@optusstadium.com.au](mailto:privacy@optusstadium.com.au).