

# Privacy Policy for The Pavilion: Performing Arts Centre Sutherland Ltd. (The Pavilion)

At The Pavilion, we value the privacy of our visitors, patrons, and employees. This Privacy Policy outlines how we collect, use, protect, and disclose personal information in compliance with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth.) and the Privacy and Other Legislation Amendment Bill 2024 (Cth.).

## 1. What Is Personal Information?

Personal Information is any data that can be used to identify an individual, either directly or indirectly. This may include but is not limited to names, addresses, phone numbers, email addresses, payment details, images, or any other information that can be linked to an individual.

**Sensitive Information** is a category of personal data that includes details such as health information, racial or ethnic origin, or membership of certain groups. We will only collect sensitive information when necessary and with your explicit consent.

## 2. How We Collect Personal Information

We collect personal information through various channels, including but not limited to:

- Purchasing tickets or memberships
- Attending events or hiring venues
- Signing up for newsletters or promotional updates
- Interacting with our website or social media platforms
- Making donations or participating in competitions
- Contacting us for customer service, feedback, or queries
- Providing feedback, volunteering, applying for employment, or engaging in other services related to The Pavilion

In some cases, we may also collect personal information indirectly, for example, when someone purchases tickets on your behalf and provides your details.

Additionally, video and audio recordings may occur during events, and Closed-Circuit Television (CCTV) footage may be collected for security purposes.

## 3. How We Use Personal Information

The information we collect is used for purposes such as:

- Processing ticket purchases and event-related transactions
- Communicating with you about our events, promotions, and memberships
- Providing customer service and resolving any issues you may have
- Enhancing your experience and engagement with us
- Managing donations or support programs
- Marketing and promoting upcoming events
- Complying with legal obligations

We will only use your personal information for purposes related to your interactions with The Pavilion unless we have obtained your explicit consent for other uses. The Pavilion does not currently use AI in connection with any use of personal information. The Pavilion does utilise marketing tools that employ automated decision-making (ADM), that is algorithms or rules to categorise purchasing behaviour without human intervention.

#### 4. When We Disclose Personal Information

We do not disclose your personal information to third parties without your consent, except where necessary for the following:

**Third-party Service Providers:** We may share your information with external service providers to help us manage operations (e.g., ticketing platforms, event organisers, email marketing services). These providers are required to handle your information securely and in accordance with this policy.

**Legal Requirements:** If required by law, or in the case of a serious threat to health or safety, we may disclose your information to authorities or third parties.

**Consent:** You may also choose to allow us to share your information with third parties, such as event promoters or sponsors, if you opt-in to receive communications from them. For the avoidance of doubt, only your email address will be provided when you opt-in to third-party communications.

We take all reasonable steps to ensure that personal information disclosed to third parties is handled in a manner consistent with this Privacy Policy.

#### 5. When Personal Information Leaves Australia

Some of our service providers may be based outside Australia. If personal information is transferred internationally, we will ensure that the overseas recipient complies with privacy protections that align with the Australian Privacy Principles or take steps to prevent a breach of your privacy rights.

#### 6. Cookies and Third-Party Tracking

We use cookies and similar technologies to improve your experience on our website, track website performance, and understand user preferences. Cookies may collect non-personally identifiable information about your interactions with our site.

Third-party tools such as Google Analytics and social media platforms may also collect anonymised data to help us improve our marketing and engagement efforts. These third parties may use the data they collect for their own purposes. You can control cookie preferences through your browser settings or use opt-out tools such as the **Google Analytics Opt-out Browser Add-on**.

Please note that if you reject certain cookies, some features of our website may not function as intended.

## 7. Security of Payment Information

We take the security of your payment details seriously. All transactions made through our website are processed through encrypted, secure servers. Payment information is not stored by The Pavilion and is handled by trusted third-party payment processors.

For in-person transactions, we use encrypted payment terminals to ensure your data is secure during the transaction process.

## 8. What You Can Do to Protect Your Personal Information

You have the right to access, update, and correct the personal information we hold about you. You can also request that we delete or de-identify your information, subject to legal or contractual obligations.

If you have an online account with us, you can manage your details directly by updating your mailing list preferences. If you need help accessing or correcting your information, please contact us.

Additionally, you can choose to opt out of marketing communications or unsubscribe from newsletters by following the instructions in the communication.

## 9. Contacting Us

If you have any questions or concerns about how we handle your personal information, or if you wish to access or amend your data, please contact us:

**Email:** [info@thepavilionarts.au](mailto:info@thepavilionarts.au)

**Phone:** (02) 9063 2007

**Postal Address:**

The Pavilion

30 Eton Street

Sutherland NSW 2232

Australia

We will make every effort to address your concerns and respond to your requests in a timely manner.

By engaging with The Pavilion, you acknowledge and accept the terms of this Privacy Policy. We may update this policy from time to time, and we encourage you to review it periodically for any changes.