

Riverside Theatres Privacy Policy – Updated March 2018

Riverside Theatres is committed to protecting your privacy and this privacy policy has been developed with your rights and needs in mind. We are committed to safeguarding the personal information which you provide us. Riverside Theatres adheres to the National Privacy Principles which are contained in the Privacy Act 1988 and updates; links included here. The [Privacy Amendment \(Enhancing Privacy Protection\) Act 2012](#) (Privacy Amendment Act) made many significant changes to the [Privacy Act 1988](#) (Privacy Act). These changes commenced on 12 March 2014. The [Privacy Regulation 2013](#), made under the Privacy Act, also commenced on 12 March 2014.

We collect personal information from a variety of sources, such as when you:

- Access our website or other associated social media sites
- Provide us with your personal information
- Purchase tickets or attend any events booked through the Riverside Theatres Box Office

Our Privacy Policy applies to Riverside Theatres and this includes our website, our ticketing database and associated CRM systems, and any future apps that may be developed.

We may update this Privacy Policy from time to time. The most current version will always be located on our website. This version has been updated in March 2018.

1. How is personal information collected?

In order to provide you with a quality ticketing service, Riverside offers members and customers the ability to purchase tickets through its online sales, in-person sales and through our call centre. These Sales Channels use different ways to collect personal information. Generally, the personal information is collected directly from you at the time you make a purchase or when you sign up to receive our e-mail promotions or through our associated social media sites.

2. What personal information does Riverside collect and why?

The types of personal information we collect will vary depending on your dealings with Riverside and the products, services and benefits we provide to you.

Generally, we collect and use personal information about members and customers to provide a range of products and services. The main reason we collect this information is so that we can contact you in the case of an event cancellation or to notify a change of event details.

We may also need some of this information in order to process your payments (for example, if you pay by credit card online).

We may also collect personal information to assist in identifying ways in which we can provide you with a better service or enhance your experience of our website such as providing you with information regarding our products and services more effectively.

When interacting with us online we may collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us. We might also

collect the type of mobile device you are using, or the version of the operating system your computer or device is running.

If you purchase tickets through our website or interact with us, the personal information we collect may include:

- name, address and other contact details (like your telephone number);
- electronic addresses such as email address;
- geographical location, such as a region;
- transaction details relating to your use of our products and services; and
- any preferences you tell us about or select.
- personal information you provide when you commence a business relationship with us;
- any correspondence between you and us; and
- any other personal information you provide when you make an inquiry, request information, enter a competition, respond to marketing, lodge a complaint, send a compliment, provide feedback, seek employment with Riverside or correspond with us.

3. How will my personal information be used by Riverside?

We may use your data to inform you of upcoming events and for marketing and research purposes. If you do not wish to receive emails or mail from us please let us know, all emails have the option to unsubscribe at the bottom and if you receive a brochure in the mail you do not wish to receive, please phone us on 02 8839 3399 to take you off the mailing list. Please note that we may still need to use your personal information to provide you with the products you have requested.

Riverside Theatres may supply your data to relevant third parties including co-producers, hirers and contractors. If Riverside provides your personal information to co-producers or the engaged contractors and service providers to handle personal information, we require those organisations to agree to comply with our Privacy Policy and with strict conditions governing how personal information is to be handled.

We may use your data for remarketing and we may use Third-party vendors to advertise online. Riverside Theatres and third-party vendors, use first-party cookies and third-party cookies together to inform, optimise and serve ads based on someone's past visits to our website. We use common tracking technologies and some ads may be served based on tracking. We may work with online advertising companies to show you relevant and useful ads. This may include ads served on our own websites or apps. This may also include our ads served on other companies' sites. These ads may be based on information collected by us or third parties (for example, when you register for a site). These ads may also be based on your activities on our websites or on third party sites. This second type of advertising is called "online behavioral advertising."

You can opt-out of online behavioral advertising.

To opt out of online behavioral advertising, click [here](#).

4. Access to information and our privacy officer

We take all reasonable precautions to ensure that the personal information we collect, use and disclose is up-to-date. The accuracy of that personal information depends to a large extent on the information you provide to us. To help ensure the accuracy of the personal information we hold about you, we ask that you:

- let us know if you become aware of any errors in the personal information we hold about you; and
- inform us of changes to your personal information, such as changes to your name or address or other contact details.

You have a right to access personal information that we hold about you, subject to some exceptions allowed by law. We reserve the right to charge a fee for providing you with access to your personal information.

If you have any questions in relation to privacy matters, please contact our privacy officer:

Dave Fili – boxofficemanager_riverside@cityofparramatta.nsw.gov.au or 8839 3399

Where it is lawful and practicable to do so, patrons and customers may transact with Riverside Theatres without providing personal information. Patrons and customers wishing to purchase without providing personal information can make cash transactions at the Riverside Theatre premises, please note we will need a surname and postcode to complete the transaction. However, if we do not collect personal information about you at the point of sale we will not be able to contact you in the case of an event cancellation or venue change, for example.