

OPTUS STADIUM - PRIVACY POLICY

Effective Date: 1 January 2018

Last Updated: 4 March 2026

1. Who we are

The Stadium and Stadium Park are proudly managed and operated by VenuesLive Management Services (WA) Pty Ltd as agent for the Western Australian Sports Centre Trust, trading as VenuesWest (ABN 47 894 197 015) (**we, us, our**).

VenuesWest is the owner of the Stadium and Stadium Park. VenuesLive operates the venue on behalf of VenuesWest and provides services to support venue operations and events, including management, event coordination, ticketing, marketing, partnerships, food & beverages, hospitality, facilities, safety and technology services. In delivering these services we may engage third parties, including contractors, suppliers and technology providers.

Personal information collected in connection with the operation of the Stadium and Stadium Park is generally collected on behalf of VenuesWest. VenuesLive may access or process that information where reasonably necessary to operate the Venue and deliver events.

VenuesLive handles personal information in connection with venue operations in accordance with this policy, applicable privacy laws, and the requirements of its agreement with VenuesWest.

We are committed to protecting your personal information in accordance with the Privacy Act 1988 (Cth) (**Privacy Act**) and the Australian Privacy Principles (**APPs**).

This policy explains how we collect, use, disclose and protect personal information when you interact with us.

2. Scope

This policy applies when you:

- Visit or enter the Stadium and/or Stadium Park
 - Purchase tickets, goods or services
 - Attend events or functions or participate in activities
 - Use our websites, Wi-Fi or digital services
 - Interact with us via social media
 - Apply for employment
 - Otherwise engage with us
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3. Contractors and services providers

In operating the venue VenuesLive works with a range of contractors and service providers, including security, medical services, cleaning contractors, technology providers and ticketing agents.

These organisations may collect or handle personal information where reasonably necessary to deliver venue operations, events, safety or customer services. Where this occurs, they are required to handle personal information in accordance with applicable privacy laws and contractual obligations.

4. Types of personal information we collect

Depending on your interaction with us we may collect the following personal information:

- Identity and Contact Information

Name, date / place of birth, gender, address, email, phone number, social media identifiers

- **Transaction Information**

Ticket and purchase details, payment information (processed securely via payment providers), enquiries, customer service interactions

- **Venue & Security Information**

CCTV footage (image and/or voice), phone recordings, incident reports, correspondence with staff, vehicle registration details

- **Digital Information**

IP address, device details, browsing data, Wi-Fi usage logs, cookies and similar technologies

- **Sensitive Information**

Health or accessibility information (e.g., wheelchair seating, ACROD parking requests, medical incidents). Sensitive information is collected with your consent, or where authorised or required by law (including in emergencies).

5. How we collect personal information

We collect personal information:

- Directly from you (e.g. ticket purchases, entry to the Stadium, enquiries, accessibility requests)
- During face-to-face interactions at the Stadium and Stadium Park (including at entry points, customer service counters, security checkpoints or during incident management)
- When staff record information provided verbally, and when identification documents are sighted or verified
- Through CCTV and surveillance systems
- Via websites, Wi Fi or digital services
- From ticketing agents, event promoters or sponsors / partners
- From law enforcement or regulatory authorities
- From publicly available sources where lawful

We take reasonable steps to ensure personal information is collected lawfully, fairly and only where reasonably necessary for our providing services, or where otherwise permitted or required by law.

6. Our role and third party ticketing agents

Tickets to events held at the Stadium and / or the Stadium Park are generally sold through third party ticketing agents. These ticketing agents collect personal information in accordance with their own privacy policies and may do so on behalf of event organisers and the venue.

We receive personal information from ticketing agents where reasonably necessary to manage event entry and attendance, operate and deliver events at the Stadium and Stadium Park, provide customer support, manage safety and security, and comply with legal and regulatory requirements, where reasonably necessary for our events or as otherwise authorised by law.

We are not responsible for the privacy policies of ticketing agents.

7. Children

We may collect personal information relating to individuals under 18 years of age in connection with events, function, activities and/or our services. Where appropriate we seek consent from a parent or guardian.

8. Collection notices

Where reasonable we will notify you at or before the time we collect your personal information of who we are, why the information is being collected, how it may be used or disclosed, and how you can access or correct your information or make a complaint. These notices may be provided through signage, Conditions of Entry, ticket terms, verbal notice from staff, or by referring to this policy.

9. Security screening and Conditions of Entry

Entry to the Stadium is subject to the Conditions of Entry and applicable venue regulations.

For safety and security purposes personal information may be collected during activities such as:

- Security screening
- Bag inspections
- Identify verification, where required
- Incident reporting
- Enforcement of Conditions of Entry.

Information may be recorded by venue staff, security personnel or authorised contractors where reasonably necessary to manage safety, security or compliance obligations.

Information may be disclosed to VenuesWest, security providers, event organisers, law enforcement or regulatory authorities where permitted or required by law.

10. CCTV and surveillance

CCTV and other surveillance systems operate at the Stadium and Stadium Park for safety and security, and compliance with Conditions of Entry.

These systems form part of the Stadium and Stadium Park's infrastructure and are owned or controlled by VenuesWest. VenuesLive staff and authorised personnel may access or review footage where reasonably necessary to manage incidents, investigate safety or security matters, enforce Conditions of Entry, and/or comply with legal obligations.

Clear signage is displayed advising that surveillance is in operation.

Footage is generally retained for up to 30 days unless required for investigation, legal proceedings or regulatory purposes, after which it is securely deleted or de-identified.

We review our surveillance practices to ensure they are proportionate and reasonable in the circumstances.

11. Automated decision-making and computer programs

We may use computer systems and digital platforms to assist with venue operations and event management. These systems may process personal information for purposes such as ticketing and entry management, venue operations and analytics, securing monitoring, planning and logistics, payment and invoicing processing.

These systems support our operational decision making and service delivery, but do not generally make decisions that significantly affect individuals without human involvement.

12. How we use personal information

We collect and use personal information to:

- Manage venue operations and events

- Process transactions and manage event attendance
 - Maintain safety and security
 - Respond to enquiries and complaints
 - Investigate incidents or breaches of conditions
 - Comply with legal and regulatory obligations
 - Improve services
 - Conduct surveys, feedback or research activities
 - Send marketing communications where permitted by law
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13. Marketing

Marketing communications may be sent by Optus Stadium, event organisers, promoters or venue partners where you have provided consent or where permitted by law.

You may opt out at any time by using the unsubscribe link or contacting us at privacy@optusstadium.com.au.

14. Venue technology and digital services

The Stadium uses a range of digital and technology systems to support venue operations, improve customer experience and manage events. This may include Wi-Fi networks, digital ticketing platforms, mobile applications, venue analytics tools and other technology services.

These systems may collect limited information such as device identifies, IP addresses, usage data or location information within the venue to operate the service, maintain network security, understand how services are used and improve visitor experience.

Where these services are provided by third party technology providers, personal information may be collected or processed in accordance with their privacy policies. We are not responsible for the privacy policies of these providers.

15. Websites, cookies & online technologies

Our websites may contain links to third-party sites. We are not responsible for their privacy practices.

Our websites and digital services use cookies and similar technologies to improve functionality, analyse usage and deliver relevant content.

You can control cookies through your browser settings. Third-party platforms (such as social media providers) may collect information in accordance with their own privacy policies.

16. Disclosure of personal information

We may disclose personal information to:

- VenuesWest, as the Stadium and Stadium Park owner
- Ticketing agents, promoters, and event hirers
- IT, payment and digital service providers
- Security and medical service providers
- Government and law enforcement or regulatory authorities
- Professional advisers

We take reasonable steps to ensure service providers handle personal information in accordance with privacy laws.

17. Overseas Disclosure

Some service providers we use (such as cloud storage, booking platforms or digital systems) may store or process personal information in jurisdictions outside Australia. Where this occurs, we take reasonable steps to ensure appropriate privacy safeguards are in place.

18. Storage & Security

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, or disclosure. This includes secure systems, access controls, and staff training.

Information is retained only for as long as necessary and securely destroy or de-identified when no longer required.

19. Data Breaches

If a data breach is likely to result in serious harm, we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required by law.

20. Access & Correction

You may request access to, or correction of, your personal information by contacting us. We will respond within a reasonable period (generally within 30 days) and may require proof of identity.

21. Complaints

If you believe we have breached applicable privacy laws, you may lodge a complaint with our Privacy Officer and we will investigate and respond within a reasonable timeframe.

Privacy Officer

Optus Stadium, PO Box 630, Victoria Park WA 6979

Email: privacy@optusstadium.com

Phone: 1300 297 588

If you are not satisfied with our response you may contact the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

22. Changes to This Policy

We may update this policy from time to time. The current version will be published on our website with the updated date.