

# OPTUS STADIUM - PRIVACY POLICY

Commencement Date: 1 January 2018

Last Updated: 1 July 2026

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## 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. Depending on how you interact with us, your information will be handled in accordance with the *Privacy Act 1988* (Cth) (**Privacy Act**) and the Australian Privacy Principles (**APPs**), as well as the *Privacy and Responsible Information Sharing Act 2024* (WA) (**PRIS WA**) and the Western Australian Information Privacy Principles (**IPPs**).

To the extent VenuesLive collects or handles personal information on behalf of VenuesWest, we do so as a contracted service provider consistent with the PRIS (WA) and the IPPs.

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

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## 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.

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#### 4. Types of personal information we collect

In this policy, "personal information" means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not and whether it is recorded in a material form or not. A reference to personal information includes sensitive information.

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, AI-generated meeting transcripts and summaries, voice recordings made using meeting recording or transcription tools.

- **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). We do not collect other categories of sensitive information (such as racial or ethnic origin, religious or philosophical beliefs, or sexual orientation) unless you give us express consent or the collection is otherwise authorised or required by law.

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#### 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; through AI tools and meeting recording or transcription platforms when personal information is included in content shared with or captured by those tools

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.

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## **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.

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## **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.

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## **8. Collection notices**

Collection notices may be provided through signage, Conditions of Entry, ticket terms, verbal notice from staff, or by referring to this policy. If a meeting is to be recorded or transcribed using AI-enable tools, all participants will be notified before recording commences and recording will not proceed without appropriate consent in accordance with applicable surveillance legislation.

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## **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.

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## **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.

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## 11. Automated decision-making and computer programs

We use computer systems, digital platforms and artificial intelligence (AI) tools to assist with venue operations and event management. These systems and tools may process personal information for purposes such as ticketing and entry management, venue operations and analytics, security monitoring, planning and logistics, payment processing and internal administration.

These systems and tools support our operational decision making and service delivery. Where AI tools are used to assist with tasks involving personal information, we maintain human oversight of AI-assisted outputs before they are acted upon. We do not use AI tools to make decisions that significantly affect individuals without human review. Further information about the AI and meeting recording tools we use, and the safeguards that apply to them, is set out in the Artificial intelligence and meeting recording tools section below.

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## 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](mailto:privacy@optusstadium.com.au).

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## 14. Venue technology and digital services

We use 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, AI tools and other technology services. For further information about how AI tools process personal information, see the Artificial Intelligence and meeting recording tools section below.

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, we take reasonable steps to ensure those providers handle personal information in accordance with applicable privacy laws and contractual obligations consistent with this policy.

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## **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.

Our websites may also use third-party analytics, remarketing and advertising services (including Google Analytics and Google Ads), which use cookies to serve advertising based on prior visits to our websites and to report on visitor demographics and interests in aggregated form. We do not provide personally identifiable information to these services. You can opt out at any time through your browser settings, Google's Ads Settings or the Network Advertising Initiative opt-out page.

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.

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## **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, digital service and AI platform providers
- Security and medical service providers
- Government and law enforcement or regulatory authorities
- Professional advisers

We do not sell, rent or license personal information to third parties. If a court, law enforcement agency or government authority requires us to disclose personal information, we will use reasonable endeavours to notify you promptly, unless we are prohibited from doing so by law or notification would prejudice the investigation of suspected fraud or other unlawful activity.

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

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## **17. Artificial intelligence and meeting recording tools.**

We use artificial intelligence (AI) tools to support internal operations such as drafting and analysing business communications, summarising content and supporting venue management. These AI tools may process personal information.

We use enterprise-grade AI platforms only, which include contractual commitments that content will not be used to train AI models. Staff are not permitted to use free or personally AI subscriptions for any purpose involving personal information.

We may use meeting recording and transcription tools. These platforms may capture the voice, name and other personal information of all participants, including external parties such as contractors, venue partners and government representatives. All participants will be informed before recording commences and recording will not proceed without appropriate consent in accordance with the *Surveillance Devices Act 1998 (WA)* and applicable Commonwealth legislation. The same requirement applies where hardware AI recording devices are used.

Personal information processed through these platforms may be held by the AI system across multiple sessions. Information is retained only for as long as necessary and in accordance with our retention policies. These platforms are operated by companies based principally in the United States. Refer to Overseas Disclosure below.

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## **18. Overseas Disclosure**

Some service providers we use (including cloud storage, booking platforms, digital systems and AI tools) may store or process personal information in jurisdictions outside Australia, principally the United States. Where this occurs, we take reasonable steps to ensure appropriate privacy safeguards are in place, including by using enterprise-grade providers with contractual data protection obligations.

Where personal information is held on behalf of VenuesWest, we will not disclose personal information to, or store personal information with, a recipient located outside Australia unless: (a) a risk assessment under applicable Western Australian Government policies (including cyber security and information classification policies) has been completed; and (b) we have taken reasonable steps to require that the recipient handles the personal information consistently with applicable Australian privacy laws, or another lawful basis for the disclosure applies (such as your informed consent or a disclosure required or authorised by law). We remain responsible for personal information disclosed to overseas recipients except where an exception applies under applicable privacy laws.

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## **19. 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 destroyed or de-identified when no longer required. Where personal information is held within AI platform memory or context, staff are required to manage and clear that information in accordance with our data retention obligations.

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## **20. Data Breaches**

If a data breach is likely to result in serious harm to any individual, we will notify the Office of the Australian Information Commissioner (OAIC) and affected individuals as required under the Notifiable Data Breaches scheme in the Privacy Act. We will assess potential eligible data breaches promptly and, where required, notify the OAIC within 30 days of becoming aware. Where we notify affected individuals, our notification will include recommended steps you can take to reduce the risk of harm.

Where the affected personal information is held on behalf of VenuesWest, we will also notify VenuesWest and comply with any applicable information breach notification requirements under PRIS WA and our agreement with VenuesWest.

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## **21. Access & Correction**

You may request access to, or correction of, personal information we hold about you by contacting our Privacy Officer using the details below. We take reasonable steps to ensure that the personal information we collect, use or disclose is accurate, complete, relevant, up to date and not misleading, and we will update your personal information if you tell us it is inaccurate or out of date.

We will respond within a reasonable period and may require proof of identity before providing access. The Privacy Act does not prescribe a fixed response period; we aim to respond within 30 days and will advise you if additional time is required.

Where your personal information is held on behalf of VenuesWest, we may refer your request to, or coordinate our response with, VenuesWest. Access to certain information held by VenuesWest may also be available under the *Freedom of Information Act 1992* (WA).

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## 22. 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](mailto: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](http://www.oaic.gov.au). If your complaint relates to personal information handled on behalf of VenuesWest, we may refer the complaint to VenuesWest, and you may also contact the Western Australian Information Commissioner in relation to personal information handled under PRIS WA.

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## 23. Changes to This Policy

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