HOTA OUTWARD FACING PRIVACY POLICY

ABOUT THIS POLICY

HOTA Gold Coast Pty Ltd (**HOTA**) recognises the importance of protecting your privacy. We understand that you are concerned about the security of your personal information and we are committed to protecting all personal information that we hold.

HOTA is a wholly owned subsidiary of Experience Gold Coast Pty Ltd (**EGC**) and controlled entity of Council of the City of Gold Coast (**Council**).

In accordance with the Australian Privacy Principles (**APPs**) as set out in the *Privacy Act 1988 (Cth)*, this Privacy Policy outlines how HOTA manages and protects personal information and the controls that you have over our use of your personal information. Much of the personal information held by HOTA is collected and used with the purpose of providing you with great customer experience by continuing to meet and exceed your expectations.

Current and prospective HOTA employees should also refer to the EGC Inward Facing Privacy Policy.

We will update this Privacy Policy when required by law and when our information handling practices change. Updates will be publicised on our website.

COLLECTION OF YOUR SENSITIVE AND PERSONAL INFORMATION

At all times we try only to collect the information we need for the function or activity we are carrying out. We will limit the amount of sensitive information that we collect to the amount required in the circumstances and which is necessary for HOTA to carry on business and provide its services to you.

YOUR SENSITIVE INFORMATION

We understand that protecting your privacy in relation to health and sensitive information is especially important.

To provide our services or to respond to inquiries about our services, we may collect and hold your sensitive information including health and medical information and information relating to any disability, accessibility, or companion card program requirements.

At all times we will limit the collection of sensitive information to the minimum amount required in the circumstances.

YOUR PERSONAL INFORMATION

The type of personal information that HOTA collects and holds varies depending on the different ways in which you deal with us. If you do not fall into one of the below categories or are not an employee or contractor engaged by EGC as covered by the EGC External Facing Privacy Policy, then we generally do not hold information about you.

If you are a **Visitor**, the personal information that we collect and hold about you may include:

- your name, address and contact details
- your gender and date of birth
- your image
- your billing details
- records of our interactions with you such as system notes, records of conversations you have had with our employees, and feedback that you have provided to us
- your opt-in preference to receive communication from us where you have attended, or booked tickets to attend, an Event presented by us.

If you are a **supporter**, **member**, **donor** or **corporate partner**, or are connected with us through our **fundraising**, **marketing** or **schools, community** and **art support programs,** the personal information we hold about you may include:

- your name, address and contact details
- your gender and date of birth
- your image
- your billing details
- records relating to your connection with us
- Events you have participated in
- details of the donations, bequests and contributions you have made to us
- publications and services you have received from us.

If you are a **volunteer**, the personal information we hold about you may include:

- your name, address, contact details
- your gender and date of birth
- your image
- Events for which you have volunteered
- records relating to your volunteer work with us
- your tax file number and other identifiers used by Government agencies or other organisations to identify you
- information from police checks, working with children checks (or similar), and information about your right to work in Australia.

ANONYMITY

Where possible, we will provide you with the opportunity to use a pseudonym or interact with us anonymously. For example, if you contact our Box Office line (at (07) 5588 4000 or boxoffice@hota.com.au) with a general question, we will not ask you for your name unless we need it to properly respond to your question.

However, for most of our dealings with you, we will usually require your name and contact information and any other information that may be required to properly meet your needs. If you are unable to provide us with this information, it may mean that we are not able to assist you with your enquiry or provide you with the services you are requesting. For instance, if you do not provide us with your contact details when:

- purchasing a ticket to a HOTA event or performance, we will be unable to notify you of any changes or cancellations to the event or replace your tickets if they are lost or stolen
- applying to participate in any HOTA Loyalty Program, we will be unable to process your application or send you information about the benefits of our program
- entering into a competition run by HOTA, we won't be able to process your entry or notify you if you win a prize.

DIRECT COLLECTION FROM YOU

The main way we collect your personal information is when you give it to us, for example, we collect personal information such as contact details and gender, date of birth when you:

- visit us or attend our venues or events
- when you are the recipient of a gift voucher purchased from us
- purchase tickets from us or from our authorised ticketing agents or authorised presenting partners (but not if you purchase tickets from an unauthorised ticketing agent or reseller)
- subscribe to our newsletters and mailing lists
- engage in our direct marketing activities
- when you apply to become a member of any HOTA Loyalty Program
- donate to us or participate in any of our fundraising activities; and
- contact us in person, by phone, via email or online (or when we contact you through any means and you provide us with your personal information).

INDIRECT COLLECTION FROM OTHER SOURCES

In certain circumstances, including when handling and resolving a complaint and in performing our normal business activities, we may collect personal information (including sensitive information) about you indirectly from publicly available sources or from third parties such as:

- your authorised representative, if you have one
- the person who has organised for you to attend one of our functions or events as part of a group booking
- your organisations' website
- from one of our ticketing agents or presenting partners whom you have purchased your tickets from
- We may also indirectly collect your personal information (including sensitive information) when you apply for employment or a volunteering opportunity with us, for example, by ordering your criminal history or requesting testimonials from your references.

We also collect personal information from publicly available sources to enable us to contact performers, producers, schools, donors and corporate partners who may be interested in working with us.

We will give you the opportunity to "opt out" of receiving marketing communications from us.

YOUR ONLINE PRIVACY

COLLECTING THROUGH OUR WEBSITE

HOTA has its own public website – www.hota.com.au – and this website enables you to make a general enquiry, contact our Box Office or the Gallery, sign up for our promotional emails, or simply provide us with feedback on our offerings and services.

After contacting us via our website, we collect your email address and sometimes other contact details such as your name. We may use your email address to respond to your feedback and other enquiries that you may have. We may also use your email address to contact you via our electronic mailing list. If you do not wish to be included in our electronic mailing list, you can opt out by following the prompts on the electronic mail.

When accessing our website or contacting us via our online forms, anonymous technical information may be collected about user activities on the website. This may include information such as the type of browser used to access the website and pages visited. This information is used by HOTA to make decisions about maintaining and improving our websites and online services. This information remains anonymous and is not linked in any way to personal identification details.

COOKIES

A cookie is a small text file placed on your computer by a web server when you access a website. Cookies identify the computer that is being used, they do not identify the individual user. HOTA's website, like many others, may use cookies for reasons that include customising our website according to site behaviour and previous preferences, and recognising a computer that has visited our website before.

You can choose to not allow this information to be collected by configuring your preferences and options in your web browser. For example, you can set your browser to reject cookies or to notify you when you receive a cookie. If you decide to not accept cookies however, you may not be able to gain access to all of the content and functionality of our website.

SOCIAL NETWORKING SITES

We use social networking sites such as Facebook, Twitter, Instagram, SnapChat, Pinterest, LinkedIn and YouTube to communicate with you about our events and services. Each of these social networking services will also handle your information for their own purposes and they have their own privacy policies that set out how they do this.

We may collect your personal information when you communicate with us by using these services but we only use that information to help us communicate with you.

EMAIL LISTS

When you are purchasing tickets for events at HOTA, submitting an enquiry on our website or you are choosing to subscribe to our promotional email list, we collect your email address and other contact information. We only use this information to communicate with you about our new shows, events, programs and news and updates relating to HOTA.

USE OF INFORMATION COLLLECTED AND DISCLOSURE OF PERSONAL INFORMATION TO OTHERS

USE OF YOUR PERSONAL INFORMATION

Our purpose for collecting, holding and using your personal information varies depending on how you deal with us.

If you are a **Visitor**, we may collect, hold and use your personal information to:

- answer your inquiries and provide you with a great customer experience
- respond and/or resolve feedback provided by you
- administer our events, programs and services
- provide you with information about our events, programs, services, fundraising appeals and donor activities where you have requested to receive such information, or where we reasonably believe

- that you would want to receive such information

process payments

- conduct quality assurance activities
- carry out internal functions including administration, training, accounting, audit and information management
- comply with laws and regulations including reporting to funding and government agencies
- conduct surveys, market research and analysis
- invite you to participate in research projects and activities
- encourage further involvement with HOTA, to seek and process donations, and for direct marketing
- advise Event Presenter(s) of your preference to receive further communication from them.

If you are a **supporter**, **member**, **donor** or **partner**, or are connected with us through our **fundraising**, **marketing** or **schools**, **community** and **art support programs,** we may collect, hold and use your personal information to:

- process your membership application and manage your membership, as applicable
- process donations and payments
- manage our relationship with you including (if applicable) to provide services to you
- respond to your enquiries
- conduct quality assurance activities
- carry out internal functions including administration, training, accounting, audit and information technology
- respond to and/or resolve feedback provided by you
- comply with laws and regulations including reporting to applicable government agencies
- send you information about our organisation, services and supports
- send you information about our Events, programs, fundraising appeals and donor activities
- conduct surveys, market research and analysis
- invite you to participate in research projects and activities
- encourage further involvement with HOTA
- seek and process donations from you
- for direct marketing purposes
- contact you from time to time with partner offers and promotions.

If you are a **volunteer**, we may use your information to:

- process your volunteering application and to manage your activities with us
- carry out internal functions including functions relating to administration, training, accounting, audit and information technology
- resolve complaints
- comply with laws and regulations and to report to funding and government agencies
- send you information about:
  - HOTA, our Events, programs and services
  - other volunteering opportunities
  - fundraising appeals and donor activities
- conduct surveys, market research and analysis
- invite you to participate in research projects and activities
- encourage further involvement with HOTA, to seek and process donations, and for direct marketing.

We may use your personal information for the purpose for which it was originally collected, or we may use it for a related (or if the information is sensitive, directly related), reasonably expected purpose. For instance, if we have collected your personal information in connection with you attending one of our Events, we may use that information to notify you about future events. You may opt-out of such communications at any time by following the opt-out instructions in the communication.

If you are filmed while attending a HOTA Event or program or simply enjoying the HOTA grounds, we may reproduce and publish your image on future marketing or publicity materials, in accordance with our Conditions of Entry set out in our General Terms and Conditions or any consent or release we have obtained from you (or your parent or guardian if you are under 18 years of age).

DIRECT MARKETING AND SUPPORTER COMMUNICATIONS

HOTA may use the personal information that we hold about you, including your contact details, to provide you with information about activities, events and products that may be of interest to you, or to seek donations or support for our activities.

If you do not wish to receive such information, please opt out using the unsubscribe link in the communication material sent to you or by contacting us on the details provided below. We will always ensure that our opt-out notices are clear, conspicuous and easy to activate.

DISCLOSING YOUR PERSONAL INFORMATION TO OTHERS

We disclose personal information in order to carry out the day-to-day functions and activities of HOTA and to ensure compliance with relevant laws and regulations. We may disclose your personal information at any point in time, where permitted by law, once it has been provided to us.

We may only use or disclose your personal information for the purpose for which it was collected (the '**primary purpose**'), or for a secondary purpose if an exception applies.

The primary purpose of collection means the main reason for collection. For example, where you have provided us with your personal information so that we can process your purchase from us, we will use your personal information to process that purchase.

We may use or disclose your personal information for a secondary purpose where an exemption applies, including for example:

- where you have given your consent for the secondary use or disclosure;
- where you would reasonably expect the secondary use or disclosure, and the secondary use or disclosure relates to the primary purpose of collection (or directly relates to the primary purpose of collection in the case of sensitive information);
- a 'permitted general situation' or a 'permitted health situation' exists in relation to the personal information, for example, relating to:
  - lessening or preventing a serious threat to life, health or safety;
  - taking appropriate action in relation to suspected unlawful activity or serious misconduct;
  - where such use or disclosure is required or authorised by law, for example to comply with a subpoena, a warrant or other order of a court or legal process;
  - where we believe that the collection use or disclosure is reasonably necessary to establish, exercise or defend a legal or equitable claim or for the purposes of a confidential alternative dispute resolution process;
- we believe that the secondary use or disclosure is reasonably necessary for one or more enforcement related activities conducted by or on behalf of an enforcement body.

Circumstances that may require our disclosing your personal information to third parties include:

- people engaged by us or acting on our behalf in relation to our business, such as ticketing agents and other services providers and suppliers. Suppliers are required to handle your personal information in accordance with this Privacy Statement
- our website, cookies and social media service providers, such as Google, Facebook, Twitter, SnapChat, Pinterest, LinkedIn and YouTube, to enable them to configure or personalise our websites, pages and platforms
- government and regulatory bodies, including the Australian Taxation Office and the Queensland Audit Office
- lawyers, auditors, banks and other advisors acting on our behalf or appointed by us or by Council.

DISCLOSURE TO RELATED BODIES CORPORATE

HOTA is a wholly-owned subsidiary of EGC and controlled-entity of Council. HOTA may disclose your personal information to EGC, Council, or any other related bodies corporate from time to time where required or permitted by law.

HOTA regularly discloses non-sensitive personal information to EGC to carry out its operations. EGC's privacy policy can be located on its website.

DISCLOSURING YOUR PERSONAL INFORMATION

We do not routinely disclose your personal information overseas. If we do disclose your personal information overseas, we will take all reasonable steps to ensure that the recipient handles your personal information in accordance the Privacy Act.

QUALITY OF PERSONAL INFORMATION

The quality of personal information held by us is reviewed before we disclose or use that information. As a further quality assurance measure, we also attend to the below steps to ensure that the personal information we collect is up to date, accurate and complete:

- we regularly review and check the accuracy of contact lists
- promptly update our existing records with any newly obtained personal information
- take steps to ensure that the information is recorded and collected in a consistent manner
- when necessary, we take steps to confirm the accuracy of information collected from a third party or from a public source.

STORAGE AND SECURITY OF PERSONAL INFORMATION

HOTA is committed, and takes all reasonable steps to ensuring, that your personal information is stored securely. HOTA has put in place stringent security measures with the aim of keeping your personal information and protecting it from misuse, interference, loss, unauthorised access, modification and disclosure. These measures include:

- our conducting regular risk assessments to determine any likelihood of misuse, interference, loss and unauthorised access modification or disclosure of personal information
- password protection for accessing our electronic IT systems
- securing paper files in locked cabinets
- physical access restrictions to offices where personal information is held
- restricting access to your personal information to those individuals properly authorised to have access.

HOTA's technology infrastructure may make use of cloud infrastructure or servers located outside Australia. If we transfer personal information offshore, we will only do so in accordance with applicable privacy laws. We will require that the recipient of the information complies with Australian privacy laws and contractual obligations to maintain the security of the data.

While HOTA takes all reasonably practicable steps to protect your personal information, there are of course inherent risks in the management of personal information, and we cannot and do not guarantee that unauthorised access to your personal information will not occur.

When we no longer have a purpose, including legal purpose, to hold your personal information, we will take reasonable steps to destroy or alter that information so that it no longer identifies you.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

Australian Privacy Principles 12 and 13 under the Privacy Act set out your rights to ask for access to the personal information we hold about you and ask that, when required, we correct that personal information.

If you require access or seek a correction to your personal information, simply contact our Privacy Officer (refer below details) in writing, including your phone number and email address.

If asked, we must give you access to your personal information unless we are permitted or required not to by law. Circumstances that would make it not possible to provide you with your personal information include where:

- we no longer hold or use the information
- providing access would have an unreasonable impact on the privacy of others
- the request is frivolous or vexatious
- providing access would be unlawful.

If we do not provide you with access to all of your personal information, we will tell you the reason why we have not done so.

We must take reasonable steps to correct your personal information if we consider it to be incorrect or otherwise discover that it is incorrect.

PRIVACY OFFICER

Our Privacy Officer will respond to your request as soon as possible or within 30 days. Before we give you access to your personal information, we will require you to verify your identity. If we refuse to correct or give you access to your personal information, we will notify you in writing explaining the reasons why.

If the situation arises where we have a correction to your information and, prior to the correction, we disclosed that information to others, you can ask us to notify them of the correction. We are obliged to do this unless there is a valid reason why we should not notify that third party of the correction.

Privacy Officer
HOTA, Home of the Arts 135 Bundall Road
Surfers Paradise, QLD, 4217

Email address: privacy@hota.com.au

HOW TO MAKE A COMPLAINT

Any complaint that you may make regarding our handling of your personal information, should be done in writing. We are happy for you to contact us if you need assistance to make a complaint.

We will firstly determine what (if any) action should be taken to resolve the complaint and you will be notified of the outcome as soon as practicable. If you are not satisfied with the outcome of our decision or our response, you may ask for a more senior officer within HOTA to review the decision or you can complain to the Office of the Australian Information Commissioner by phone on 1300 363 992, or via their website at www.oaic.gov.au.

THIS PRIVACY POLICY

This Privacy Policy will be updated with any changes made by HOTA. We therefore suggest that you regularly visit this page to ensure that you are kept up to date with any changes.

THIS ACCEPTANCE

You agree that your use of this site evidences your acceptance of this Privacy Policy and the Terms of Use.

DEFINITIONS

Standard definitions can be found Schedule 1 of the Acts Interpretation Act 1954 (*Meaning of commonly used words and expressions)*.

Term	Definition
Employees	A term that encompasses all EGC employees including permanent, fixed term, trainees, apprentices, casual employees, contingent labour, contractors or subcontractors, work experience students, hosted trainees, volunteers, consultants, vocational placements, Board members or any other person who provides services on a paid or voluntary basis to EGC.
Event	Includes a performance, exhibition, function, meeting or other event or activity.
Personal Information	Means information or an opinion about you, where your identity is identifiable or reasonably identifiable (for example, your name, address, phone number, date of birth, or your image), whether the information or opinion is true or not, and whether the information or opinion is recorded in a material form or not. It does not include identified information (for example, information about the number of people using a service that you use, where your identity is not disclosed or otherwise identifiable).
Presenter	Is the organisation or person(s) taking the majority of entrepreneurial risk in mounting an event
Sensitive Information	Is a category of personal information and includes your health or medical information
Visitor	Means a person who has visited the HOTA precinct, or has attended an Event at one of our venues, or is purchasing or has previously purchased tickets from us or our authorised ticketing agents or has made inquiries to us about our services and events.
We or Us	Means HOTA Gold Coast Pty Ltd.

LEGISLATIVE REFERENCES

Australian Privacy Principles
Privacy Act 1988 (Cth)
Privacy Legislation Amendment Act 2024 (Cth)
Spam Act 2003 (Cth)

PROCEDURES / RELATED POLICY

Code of Conduct Policy
Cybersecurity Incident Management Plan
Risk Management Policy