

Privacy Policy



Approved:	15 August 2018
Revision:	3 years or more frequently as required by law

1. Introduction/Purpose Statement:

This Privacy Policy sets out how *Brown's Mart Arts Ltd* collect, use, store and disclose personal information. We are bound by the *Privacy Act 1998* and *Northern Territory Information Act* and are subject to any overriding provisions of the law.

This Privacy Policy does not apply to acts and practices in relation to employee records of our current and former employees, which are exempt from the *Privacy Act 1998*.

2. Policy statement:

Brown's Mart Arts Ltd are committed to respecting privacy and being transparent about the way we manage personal information provided to or obtained by us.

When necessary to do so, we collect personal information for purposes which are directly related to our services, functions or activities.

3. Definitions:

3.1 *Company, us, we or our* means Brown's Mart Arts Ltd (ABN 67 141 763 895).

3.2 *Personal information* is information or an opinion about an individual that is reasonably identifiable. For example, this may include name, age, gender, postcode and contact details. It may also include financial information, including credit card information.

3.3 *Website* is www.brownsmart.com.au

3.4 *Social media* is Facebook, Instagram, Twitter, Snapchat and any other websites and applications that enable users to create and share content or to participate in social networking.

3.5 *Cookies* are a piece of data that a website sends to your browser, which is then stored on your computer, TV, mobile phone or other device. They enable the entity that put the cookie on your device to recognise you across different websites, services, devices and/or browsing sessions.

4. Why we collect, use and disclose personal information

We may collect, hold, use and disclose your personal information for the following purposes:

- determine your requirements in order to provide you with appropriate products and services;
- process your online purchases or donations and issue you with tickets to performances and events;
- send you reminders and notify you of changes to performance details or cancelled performances;
- contact you in relation to lost property;
- provide you with information about upcoming performances or events;
- operate, protect, improve and optimise our Websites, programs, services and our users' experience, such as to perform analytics, conduct research and for advertising and marketing;
- send you marketing and promotional messages, information about upcoming performances, and other information that may be of interest to you, including information sent by, or on behalf of, our partners that we think you may find interesting;
- administer rewards, surveys, contests, or other promotional activities or events sponsored or managed by us or our partners;
- comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties; and
- consider your employment application.
- to inform our insurer in the event of an incident.

5. Types of personal information we may collect includes:

- contact details (name, address, telephone number, address, email and social media username);
- identification information, including age or date of birth and gender;
- transactional information you provide when you make a payment to us (for example, bank or credit card details);
- personal information you provide to us when you commence a business relationship with us;

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- your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the Websites, ad data, IP address and standard web log information;
- information about you contained in images or video from CCTV cameras installed at our venues, in compliance with relevant surveillance legislation;
- with your consent, your health or sensitive information, such as access seating requirements and trade union membership details;
- any correspondence between you and us including lodging a complaint and providing feedback; and
- any other personal information you provide when you make an enquiry, request information, enter a competition, respond to marketing, or seek employment with us.

We may collect these types of personal information either directly from you, or from third parties, such as individuals who purchase tickets on your behalf or your employer. We may collect this information:

- when you sign-up to our e-news via our website or like/follow us on social media;
- when you purchase tickets, or a person purchases tickets on your behalf, to our theatre productions, or to productions staged at our venues;
- when you donate to us or otherwise support the Company;
- when you communicate with us through correspondence, chats, email, or when you share information with us from other social applications, services or websites;
- when you interact with our Websites, services, content and advertising; or
- from our partners, including third party suppliers, such as theatre and ticketing organisations, and third-party service providers.

6. Who we may disclose your personal information to:

- our employees and related bodies corporate;
- third party suppliers and service providers (including mail houses, IT providers, payment systems providers, consultants, contractors, agents and persons who collaborate with us or help us deliver programs and events);
- where we partner with another theatre or ticketing organisation for a production, or an organisation hires our venues for a production, to those organisations and their service providers;
- our sponsors or promoters of any competition that we conduct via our services;
- anyone to whom our assets or businesses (or any part of them) are transferred;
- specific third parties authorised by you to receive information held by us, including payment system operators (including merchants receiving card payments); and/or
- other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.

In order to improve future programming and marketing, we may use or disclose ticketing information with other agencies for research purposes. We will only disclose this information where we have aggregated and processed the information into a format such that you will not be able to be identified.

We may disclose personal information outside of Australia to our third-party service providers, including providers located in the United States.

7. Use of your personal information for direct marketing

Making you aware of carefully selected information about the Company, its programs and initiatives and other theatre related programs and services is an integral part of our services. We may use and disclose your personal information to tailor the communications you receive, to tell you about programs or initiatives provided by the Company or our partners that may appeal to you and to engage with you in relation to, and provide you information about, donations and other philanthropic opportunities.

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We may also disclose to our partners or media agencies anonymised identifiers which are allocated to you, and which are associated with other information that we hold about you. We do this so that we can provide you with tailored information and content when you visit the websites of, or interact with, those partners and agencies. These communications may take the form of emails, SMS, mail or other forms of communication, in accordance with the Spam Act and the Privacy Act. If you do not want to receive marketing materials from us, please opt-out by using the opt-out facilities provided in the communication (eg. an unsubscribe link) or by contacting us using the details set out below.

8. Personal information and the internet

We may collect personal information about you when you use and access our website.

While we do not use browsing information to identify you personally, we may record certain information about your use of our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer.

We may also use 'cookies' or other similar tracking technologies on our website that help us track your website usage, remember your preferences and facilitate online transactions. You can disable cookies through your internet browser but our websites may not work as intended for you if you do so.

We may also use cookies to enable us to collect data that may include personal information. For example, where a cookie is linked to your account, it will be considered personal information under the Privacy Act. We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

Our website may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ substantially from our Privacy Policy, so we encourage individuals to read them before using those websites.

When you communicate through social media sites, or by using applications provided by third parties, we assume you have informed yourself of the ways in which such sites or applications can collect and disclose your personal information, and that you otherwise consent to the collection, use and disclosure of your personal information by such sites or applications.

9. Consent and security

By providing personal information to us, including by purchasing tickets indirectly from one of our ticketing or partners, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other arrangements that apply between us.

If you do not provide us with your personal information we may be unable to provide you with the products or services you have requested. Where it is lawful and practical to do so, we may allow you to deal with us anonymously.

When you provide your personal information to us, you consent to the disclosure of your information outside of Australia and acknowledge that we are not required to ensure that overseas recipients handle that personal information in compliance with Australian Privacy Law. We will, however, take reasonable steps to ensure that any overseas recipient will deal with such personal information in a way that is consistent with the Australian Privacy Principles and this Privacy Policy.

We may hold personal information in either electronic or hard copy form. We take reasonable steps to protect your personal information from misuse, interference and loss, as well as unauthorised access, modification or disclosure and we use a number of physical, administrative, personnel and technical measures to protect your personal information. However, we cannot guarantee the security of your personal information.

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10. Correcting your personal information

You can access the personal information we hold about you by contacting us using the information below. Sometimes, we may not be able to provide you with access to all of your personal information and, where this is the case, we will tell you why. We may also need to verify your identity when you request your personal information.

If you think that any personal information we hold about you is inaccurate, please contact us and we will take reasonable steps to ensure that it is corrected.

11. Making a complaint

If you think we have breached the Privacy Act, or you wish to make a complaint about the way we have handled your personal information, you can contact us using the details set out below. Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to your complaint within a reasonable period of time. If you think that we have failed to resolve the complaint satisfactorily, we will provide you with information about the further steps you can take.

12. Contact Us

For further information about our Privacy Policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the details set out below:

Sean Parry, Artistic Director
Brown's Mart Theatre
12 Smith Street, Darwin
Brown's Mart, NT, 0800
08 8981 5522
admin@brownsmart.com.au

13. Other info

We may change our Privacy Policy from time to time by publishing changes to it on our Website. We encourage you to check our Website periodically to ensure that you are aware of our current Privacy Policy.

This Privacy Policy should be read in conjunction with (and is subject to) any other privacy statement that *Brown's Mart Arts Ltd* may provide to you when we collect your personal information or provide a particular program or service.

Related policies and reference materials:

Privacy Act 1988
<https://www.legislation.gov.au/Details/C2018C00292>

Northern Territory Information Act
<https://legislation.nt.gov.au/Legislation/INFORMATION-ACT>

Freedom of Information Act 1982
<https://www.legislation.gov.au/Details/C2018C00310>

Spam Act 2003
<https://www.legislation.gov.au/Details/C2016C00614>