

# Privacy Policy

**Last Updated:** 12.08.2025

**Offseason Group** ABN: [76 689 464 051] ("we", "us", or "our") operates [[www.nationalrodeoco.com.au](http://www.nationalrodeoco.com.au)] (the "Website") as an event organiser providing information about events, entertainment, and related services. This Privacy Policy informs you of our policies regarding the collection, use, and disclosure of personal information when you use our Website and the choices you have associated with that information.

This Privacy Policy complies with the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) ("Privacy Act").

## 1. Information We Collect

### 1.1 Personal Information

We may collect the following types of personal information:

- Full name
- Email address
- Mobile phone number(s)
- Date of birth (for age-restricted events)
- Postal address
- Emergency contact details (for certain events)
- Dietary requirements or accessibility needs
- Marketing preferences
- Event attendance history
- Photos or videos taken at our events (with consent)

### 1.2 Information from Third-Party Ticketing Platforms

When you purchase tickets through our authorised ticketing partners (such as [Ticketek, Ticketmaster, Eventbrite, Moshtix, etc.]), we may receive:

- Purchaser name and contact details
- Number and type of tickets purchased
- Event attendance confirmation
- General demographic information (not including payment details)

**Note:** We do not collect or store credit card or payment information. All payment transactions are processed directly through our authorised third-party ticketing platforms.

### 1.3 Automatically Collected Information

When you visit our Website, we may automatically collect:

- IP address
- Browser type and version
- Operating system
- Pages visited and time spent on pages

- Referring website addresses
- Device information
- Location data (with consent)

## **1.4 Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to track activity on our Website and hold certain information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

## **2. How We Collect Information**

We collect personal information when you:

- Sign up for our newsletter or mailing list
- Register for event updates or pre-sales
- Submit enquiries about event bookings or private functions
- Contact us via email, phone, or contact forms
- Participate in competitions, promotions, or surveys
- Register for VIP or membership programs
- Attend our events (through ticket scanning and check-in processes)
- Interact with our social media pages
- Purchase tickets through our authorised third-party ticketing partners

## **3. How We Use Your Information**

We use the collected information for various purposes including to:

- Provide event information and updates
- Manage event entry and attendance
- Send pre-sale and exclusive ticket offers (with your consent)
- Notify you of event changes, cancellations, or important updates
- Send marketing communications about upcoming events (with your consent)
- Respond to your inquiries and provide customer support
- Ensure compliance with venue capacity and safety requirements
- Comply with licensing and regulatory requirements
- Improve our events and services based on attendance data and feedback
- Create aggregated and anonymised reports on event attendance
- Facilitate contact tracing if required by health authorities
- Manage age restrictions and RSA (Responsible Service of Alcohol) requirements

## **4. Legal Basis for Processing**

We collect and use your personal information:

- With your consent
- To perform our obligations related to event management
- To comply with our legal obligations (including liquor licensing and safety regulations)
- For our legitimate business interests in operating and promoting events

## **5. Disclosure of Your Information**

We may disclose your personal information to:

### **5.1 Third-Party Ticketing Platforms**

Our authorised ticketing partners who process ticket sales on our behalf, including:

- Universe Ticketing Platform

These platforms have their own privacy policies governing the collection and use of your information during the ticket purchase process.

### **5.2 Event Service Providers**

Third parties who assist us in delivering our events, including:

- Venue operators and managers
- Security and crowd control services
- Event production and technical services
- Marketing and promotional partners
- Artists, performers, and their management (where necessary)
- Photography and videography services
- Catering providers (for dietary requirements)
- First aid and medical services (in emergencies)

### **5.3 Legal Requirements**

We may disclose your information where required to:

- Comply with legal obligations
- Respond to lawful requests from government authorities
- Comply with liquor licensing and event permit requirements
- Assist law enforcement or emergency services
- Comply with health department requirements (including contact tracing)
- Protect our rights, privacy, safety, or property
- Enforce our terms and conditions and venue rules

### **5.4 Business Transfers**

In the event of a merger, acquisition, or sale of assets, your personal information may be transferred to the relevant third party.

### **5.5 Sponsors and Partners**

With your consent, we may share your information with event sponsors or partners for marketing purposes. You can opt-out of this sharing at any time.

### **5.6 Overseas Disclosure**

We may disclose personal information to overseas recipients including international ticketing platforms, touring artists' management, or cloud storage providers located in United States & United Kingdom. We will take reasonable steps to ensure overseas recipients comply with the APPs or are subject to similar privacy protections.

## 6. Data Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, alteration, disclosure, or destruction. These measures include:

- SSL encryption for data transmission
- Secure data storage systems
- Limited access to personal information
- Regular security assessments
- Secure disposal of physical documents containing personal information

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## 7. Data Retention

We retain your personal information:

- Event attendance records: As required by law (typically 7 years for financial records)
- Marketing lists: Until you unsubscribe or request deletion
- Incident reports: As required by insurance and legal requirements
- General enquiries: 12 months from last contact

When information is no longer needed, we will securely destroy or de-identify it.

## 8. Your Rights and Choices

Under the Privacy Act, you have the right to:

### 8.1 Access

Request access to the personal information we hold about you.

### 8.2 Correction

Request correction of inaccurate or incomplete personal information.

### 8.3 Opt-Out

Opt-out of receiving marketing communications from us at any time by:

- Clicking the "unsubscribe" link in our emails
- Contacting us using the details below
- Updating your preferences in your ticketing platform account

### 8.4 Anonymity

Where practicable, you have the option of dealing with us anonymously or using a pseudonym. However, this may not be possible for ticketed events due to regulatory requirements.

### 8.5 Complaints

Lodge a complaint about how we handle your personal information (see Section 11).

To exercise any of these rights, please contact us using the details in Section 12.

## 9. Children's Privacy

Some of our events may be suitable for children. For attendees under 18 years of age:

- Children under 13: We require parental/guardian consent for any personal information collection
- Ages 13-17: We may collect limited information with appropriate consents
- We do not knowingly collect information from children without appropriate authorisation
- Parents/guardians may contact us to review or request deletion of their child's information

## 10. Third-Party Links and Ticketing Platforms

Our Website contains links to third-party websites, including ticketing platforms where you purchase tickets. When you click through to these sites:

- You are subject to their privacy policies and terms of service
- We recommend reviewing their privacy policies before providing personal information
- We are not responsible for the privacy practices of these external sites
- Payment information provided on ticketing platforms is not accessible to us

## 11. Photography and Recording at Events

By attending our events, you acknowledge that:

- Photography and video recording may occur
- Your image may be captured incidentally in crowd shots
- We may use these images for promotional purposes
- Professional photography areas will be clearly marked
- You may contact us if you have concerns about use of your image

## 12. Complaints and Disputes

If you have a complaint about how we handle your personal information:

1. **Contact us first** using the details in Section 13
2. We will investigate your complaint and respond within 30 days
3. If you are not satisfied with our response, you may lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**:
  - Website: [www.oaic.gov.au](http://www.oaic.gov.au)
  - Phone: 1300 363 992
  - Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)

## 13. Contact Information

For any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

**Privacy Officer**

National Rodeo Co

829A Sydney Road, Brunswick VIC 3056

Email: [admin@nationalrodeoco.com.au](mailto:admin@nationalrodeoco.com.au)

Phone: 03 4344 4482

ABN: 76 689 464 051

## **14. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date. For material changes, we may also notify you by email or through a notice on our Website.

Your continued use of our Website and attendance at our events after any changes indicates your acceptance of the updated Privacy Policy.

## **15. Governing Law**

This Privacy Policy is governed by the laws of Australia and the State/Territory of Victoria