

## GENERAL STATEMENT OF PRINCIPLE

Victorian Opera Company Limited (VICTORIAN OPERA) is committed to complying with our obligations under the Privacy Act 1988 (including the National Privacy Principles (NPPs)), and the Information and Data Protection Act 2014 (VIC), and to protecting the personal information of our customers (which include our subscribers and ticket buyers, members and patrons), the users of our website, artists who audition or perform with VICTORIAN OPERA and anyone else with whom VICTORIAN OPERA deal. This document sets out our complete privacy policy on how VICTORIAN OPERA manages the collection, use, disclosure and storage of and access to personal information.

## COLLECTION OF PERSONAL INFORMATION

VICTORIAN OPERA will generally collect information directly, or via third party ticket sellers or service providers acting on VICTORIAN OPERA'S behalf from the individual, when they purchase tickets or subscribe to VICTORIAN OPERA or to our mailing lists, make a donation, register as a member of VICTORIAN OPERA, audition with VICTORIAN OPERA, use VICTORIAN OPERA's website or otherwise contact VICTORIAN OPERA.

The kind of information we generally collect and hold about a person is their name and address, telephone, email and fax contact details, preferred seating, payment details and any other information they provide us.

If VICTORIAN OPERA does collect information about an individual from a third party, such as a service provider or a similar organisation, reasonable steps will be taken to advise the person of VICTORIAN OPERA'S privacy policy.

VICTORIAN OPERA does not collect personal information from its website although some statistical information is collected. This includes the time of access, the browser used, the operating system of the client machine and the IP address. Cookies are used to identify a single user as they browse the site, but the cookie only persists as long as the browser window is open.

## USE AND DISCLOSURE OF PERSONAL INFORMATION WE COLLECT

When a person joins our mailing list, buys VICTORIAN OPERA tickets, or becomes a VICTORIAN OPERA subscriber, member or patron, their details will be entered on our database. We will generally only use or disclose the personal information we collect for the primary purposes for which it was collected and for carrying our functions and activities (which include, for example, communicating promotional and marketing activities about VICTORIAN OPERA events and performances, processing tickets, fundraising, customer care, responding to enquiries and similar or related uses), if we otherwise have their consent or if otherwise permitted or required by law. VICTORIAN OPERA may contact and communicate with people for these purposes via the telephone, post, facsimile, email, or SMS.

VICTORIAN OPERA will not direct market to anyone unless they have been given an opportunity to opt-in to the receiving future direct marketing communications. If VICTORIAN OPERA contacts a person for the purposes of direct marketing, without having obtained their consent first, because it was impractical to do so, VICTORIAN OPERA will at that time provide the person with the opportunity to decline any further marketing communications at no cost to them.

VICTORIAN OPERA discloses personal information to our ticketing agency for ticketing purposes and to our mailing house for mailing purposes. Generally, disclosure of personal information to a third party will only be for the primary purpose for which the information was collected or a related secondary purpose.

VICTORIAN OPERA will only permit special offers or invitations from third parties or other promotions or marketing material to be made or sent through us, if we consider them to be of some interest or benefit, (for example, reduced price or priority booking for arts events, or special offers from companies sponsoring the VICTORIAN OPERA).

Any customer who wishes to be removed from our special offers list should call the VICTORIAN OPERA on 03 9001 6400, visit [www.victorianopera.com.au](http://www.victorianopera.com.au) to unsubscribe via the website or email us at [info@victorianopera.com.au](mailto:info@victorianopera.com.au).

VICTORIAN OPERA will not usually collect 'sensitive information' from anyone. In the rare cases where the collection of sensitive information may be required in order to carry out our business or provide the required level of customer service, we will only use that information with the person's consent unless otherwise permitted by law.

## **SECURITY AND STORAGE**

VICTORIAN OPERA will take all reasonable steps to protect the personal information which we hold from misuse, loss, unauthorised access modification or disclosure, and we will take reasonable steps to destroy or permanently de-identify personal information if it is no longer needed for any purpose to which the NPPs apply.

## **COMPLAINTS, ACCESS AND CORRECTION**

VICTORIAN OPERA will take all reasonable steps to ensure that the personal information we collect, use, or disclose is accurate, complete, and up to date. If we hold information about a person, we will generally provide them with access to their personal information, upon request at no charge. We will provide a mediation process for any access requests which are refused. If on any occasion access is denied, we will provide reasons for refusal.

If personal information held by us is shown not to be accurate, complete, and up to date, we will take reasonable steps to correct those deficiencies.

## **GOVERNMENT IDENTIFIERS**

VICTORIAN OPERA records this kind of information only when requiring proof of concession status for ticket purchase. We will take all reasonable steps to ensure that pension or concession numbers kept on a customer's file are secure, are used only for the purpose of verifying ticket concession status and are not disclosed to anyone else.

## **OPTION OF ANONYMITY**

VICTORIAN OPERA does provide individuals with the option of not identifying themselves when entering into a transaction with it, when requested and where lawful and practicable to do so.

## **TRANSPARENCY AND CHANGES TO OUR PRIVACY POLICY**

This document is available on our website ([www.victorianopera.com.au](http://www.victorianopera.com.au)), or a copy can be requested by telephoning 03 9001 6400 or emailing or writing to the contact addresses given below.

This policy may be reviewed and amended from time to time. We will place any amended version on our website.

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VICTORIAN  
**OPERA**

#### VICTORIAN OPERA PRIVACY CONTACT

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