

# ARTRAGE INC Privacy Policy

## Introduction

The websites

[www.artrage.com.au/](http://www.artrage.com.au/)

[www.fringefund.org/](http://www.fringefund.org/)

[www.fringeworld.com.au/](http://www.fringeworld.com.au/)

[avr.fringeworld.com.au/](http://avr.fringeworld.com.au/)

[www.rooftopmovies.com.au/](http://www.rooftopmovies.com.au/)

[www.girlsschool.com.au/](http://www.girlsschool.com.au/) and other websites owned or controlled by us (the “Website”)

and FRINGE WORLD Festival App for iPhone and Android (the “App”)

are operated and maintained by ARTRAGE INC, a not-for-profit incorporated association [ABN: 90 649 491 963]. When we refer to ‘you’ we mean the user and/or browser of the website and/or app and where applicable those persons, organisations or companies registering an event and/or venue for the FRINGE WORLD Festival.

Our principal place of business is at 89 Melbourne Street, Northbridge, Western Australia. You can email us at [hello@artrage.com.au](mailto:hello@artrage.com.au). The main telephone number for our office is (08) 9227 6288.

## Statement of commitment

The purpose of this document is to outline how ARTRAGE INC complies with privacy obligations as required under the Privacy Act 1988 and the Australian Privacy Principles set out in that Act. ARTRAGE INC provides this privacy policy to anyone who asks for it in an open and transparent manner so that you can make informed decisions about your dealings with us.

As an organisation, one of our principal concerns is the welfare of our customers, participants, employees, volunteers and stakeholders. A high level of trust and confidentiality is required to ensure the confidence of our customers, participants, employees, volunteers and stakeholders.

We aim to ensure that:

- your privacy will be protected when accessing our services or visiting our premises;
- you can access your personal information for review on request;
- the personal information collected about you and retained in our records is correct, up-to- date and safe;

- you are informed of how and when we collect your personal information, as well as what we may use your information for; and
- you are aware of how to raise any privacy concerns with us.

### **Personal information collected by ARTRAGE INC**

You can visit ARTRAGE INC's websites and app to browse without the need to disclose any personal information. We do, however, require you to supply certain personal details when you register with us or make a purchase from the website or app, in order to process your transaction and/or fulfil your order.

To make a purchase on our websites or app, you will need to create an account with a password. You are responsible for the security of your password.

The kinds of personal information that we collect will vary depending on our interaction with you but may include:

- Name
- Postal address
- Email address
- Telephone and/or mobile numbers
- Feedback / comments
- Transaction details relating to any purchase(s) that you have made with us or that have been made on your behalf
- Any user account and/or event details preferences that you select
- Any other personal information which may be required to facilitate your dealings with us
- Any information that you disclose to us via direct email

Users of the FRINGE WORLD Festival app will have the option to enable location services and to receive push notifications. If the user chooses to enable location services, they will be able to use features such as "sessions starting soon near you."

We may also ask you for information when you enter a competition or promotion sponsored by us and if you report a problem with our websites.

For system administration and to report aggregate information about users' website browsing actions and patterns (from which users cannot be identified), we may also collect information about the device on which you are using the websites or app, including where available, your IP address, operating system, browser type and mobile network information.

We may require you to submit some personal information when you leave an event review on the Website and by leaving a review you consent to this review being used for marketing and promotional purposes.

### **Event and venue registration information collected by ARTRAGE INC**

If you are a participating artist or venue with the FRINGE WORLD Festival, we will also collect and process any personal data supplied by you to the Artist Venue Registration (AVR) website ([avr.fringeworld.com.au](http://avr.fringeworld.com.au)).

Some examples of specific information we collect are as follows:

- If you are registering as an artist/presenter, or venue manager
- Your ABN, company name, bank account and GST status details
- Details about your event and/or venue
- The details and a photo image of participants/staff who are nominated for a FRINGE WORLD Festival Pass.
- Demographic related questions for statistical and aggregated reporting purposes

**ARTRAGE INC may gather personal information about you in the following ways:**

- When you create a Customer User account on our websites;
- When you make a purchase through our websites;
- When you make a donation;
- If you are allocated a complimentary ticket;
- When you subscribe to our mailing lists and/or e-news;
- When you request information from us;
- When you apply for a job, volunteer or intern with us; and
- When you visit our websites, which uses cookies to gather information. These cookies help you to maximise functionality of our websites, and is detailed in the 'Cookies, Tracking and Advertising' section of this Privacy Policy document.
- When you create a Participant, Presenter, Media or Venue Manager account at the Artist Venue Registration (AVR) website ([avr.fringeworld.com.au](http://avr.fringeworld.com.au)).
- When you apply for a FRINGE WORLD Festival Pass;

\*Please note that you are able to purchase event tickets over the counter at any ARTRAGE INC Box Offices without providing any personal information. Please advise Box Office staff if you do not wish to supply your details when purchasing. Please note; if the event is changed or cancelled, ARTRAGE INC will not be able to get in touch with you if no details are provided. If an event is cancelled and we do not have your details, you will need contact ARTRAGE INC to supply your bank details before a refund can be processed. If you are purchasing a FRINGE WORLD Friends subscription, an email will always be required.

We may collect any of the above personal information about you:

- directly from you; or
- from some other person, organisation or agency on your behalf with your consent.

**How ARTRAGE INC stores personal information**

ARTRAGE INC may hold your personal information in electronic or hard copy format or a combination of both. This personal information may be combined or linked with other information held about you, including information that we receive from third parties. We have taken physical, electronic and procedural steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure.

When you are purchasing tickets through the App or tickets and/or goods through the Website we will store your personal data (including, for the avoidance of doubt, your payment details) under your account for any future payment made by you in relation to tickets and/or goods.

All data relating to payment transactions conducted through our websites and app are encrypted and handled directly by our third-party ticketing provider and our payment providers. Your payment details will be stored by our payment processing provider in the form of an encrypted token and processed by our payment processing provider only where you purchase tickets and/or goods. You can choose to remove any stored payment details from the App or Website, at any time, by selecting the Remove Saved Card option.

The token containing your payment details remains (in its encrypted format) within our payment processing provider's secure network, in compliance with data protection legislation and any other applicable laws, regulations or standards, until it expires (cancellation or expiration of card) as dictated by the payment processing provider. Your payment details (on the Website or App) are stored as a secure encrypted token within the payment processing system for the purpose of 'one-click' payment processing. Payment details stored for the purpose of 'one-click' purchasing on our Website or App are processed by staff or suppliers in its encrypted format only and it is not possible for any staff or supplier to revert tokens back to live data. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Website or App; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Some banks/payment card providers require you to enter your 3-digit CVC/CVV when making a transaction with a saved card and others do not. This will depend on your individual bank/card provider. You can choose to remove a saved card from your customer account at any time. If you have a customer account for multiple ARTRAGE INC websites (e.g. FRINGE WORLD Festival, Rooftop Movies and Girls School) then you will need to login to each website and remove your saved card from each account.

ARTRAGE INC protects the personal information it collects in a secure database stored by our third-party ticketing provider. It is in a proprietary data format, which can only be read using proprietary tools.

Any data requests from ARTRAGE INC to our third-party ticketing provider is stored on ARTRAGE INC's intranet server, which is protected, secure and is unreachable by the internet.

Both our ticketing provider and ARTRAGE INC employ firewalls, intrusion detection systems and virus scanning tools to protect against unauthorised persons and viruses from entering our systems.

ARTRAGE INC employees are required, as a condition of their employment, to treat personal information held by ARTRAGE INC as confidential, and to maintain the confidentiality of that personal information. They are also required to sign in and use

a password when accessing ARTRAGE INC systems and to undertake training about how to manage personal information.

### **How ARTRAGE INC may use personal information**

The legal basis upon which we rely for using information held about you is primarily for the performance of a contract between us, or in anticipation of entering into a contract with us, e.g. to provide you with products and services that you have asked for. This includes:

- carrying out our obligations arising from contracts entered into with between you and us; and
- providing services you rely on from our Website and our App, such as interactive features of our Website or App, when you choose to do so.

ARTRAGE INC also will use information held about you for the purposes of our legitimate interests insofar as there is a relationship between us. We have set out in this Privacy Policy other specific instances when we use your information, but in general terms. This will include the following uses:

- to ensure that content from the Website and App is presented in the most effective manner for you and for your computer, mobile telephone and/or handheld device;
- to provide you with marketing updates and communications relating to products or services that you request from us or which we feel may interest you (including content and advertising tailored to your interests), but only where you have expressly consented to be contacted for such purposes;
- to notify you about changes to our service that may affect you;
- to maintain and keep updated the Website, and the App (including by viewing any personal data held on the Website and/or App in respect of you) and to transfer and process that information for the purpose of organising, co-ordinating, advertising and marketing our events. From time to time, we rely on third party suppliers to perform these activities on our behalf.

If you do not provide us with your information, we may not be able to provide services to you. We will let you know about this at the appropriate time.

### **For purchasers including but not limited to tickets, gift vouchers, subscriptions, donations, merchandise;**

- To provide you with an order confirmation email. This may also be your e-ticket for entry into an event.
- To contact you with information about your purchase e.g. to let you know further details about an event you have purchased tickets for or to notify you if the event is cancelled;
- Your name may be used on a door list for managing entry into an event
- For fulfilling orders including sending a digital gift voucher to the chosen recipient
- To complete financial transactions e.g. with credit card companies;

- To compile data on the preferences, needs and behaviours of attendees of ARTRAGE INC events to improve future services, experiences and programming;
- When purchasing tickets via [www.fringeworld.com.au](http://www.fringeworld.com.au) or the FRINGE WORLD Festival app, the option "I would like to receive emails from Artists/Presenters of these events" will be pre-ticked. Artists/Presenters will be able to download your name and email so they can use it for marketing and promotional purposes. If you wish for your email to not be passed onto the Artist/Presenter for the event/s you are purchasing tickets for, untick this box during the checkout process.
- To allow us to search for and process changes to your purchase / order (within the boundaries of our Terms & Conditions). In the situation where you contact us (in person, by email or by telephone) requesting that we update, modify, refund or exchange your order, we will use your personal information to access your order, assess the situation and where applicable make changes to your order. Please note that this Privacy Policy applies throughout our interactions with you in these situations.
- To verify your identity

**For other people's information that you provide to us:**

- If you provide personal information to us about someone else (such as a family member or friend) you must ensure that you are entitled to disclose that personal information to us; and
- You should take reasonable steps to ensure that the individual concerned is aware of the various matters detailed in this policy, including our identity, how to contact us, our purposes for collecting the information, our information disclosure practices, the individual's right to obtain access to the information and to have it corrected, and the consequences for the individual if the information is not provided.

**For registrations of an event or a venue in the FRINGE WORLD Festival:**

- To contact you about all matters relevant to your event and/or venue presented at FRINGE WORLD Festival.
- Where your details are stored on the system and you are linked to a particular organisation, venue or event, the administrators of that organisation, venue or event may be able to see your name and contact details. If a Presenter or Venue Manager grants read/write access to another user, the full details of the venue or event registration will be viewable in AVR. This includes bank details and agreement acceptance.
- If you opt your venue (or only specific spaces of your venue) into joining the Venue Finder system, all pertinent details relating to your venue and spaces will be searchable in the Venue Finder system by all users of AVR.
- If your name and contact details have been identified as a public contact associated with a venue, these may be displayed publicly on our website/app.
- If you have been identified as a contact for a particular event, your name and contact details may be used in event and venue proofs. The Presenter details and the person nominated as the publicity contact for an event will be displayed in the AVR media portal for accredited media personnel to contact.
- If you have been registered as a participant or staff member for an event or venue you may be contacted regarding the event/venue.

- If you complete a FRINGE WORLD Pass Application, you will have the option of answering additional questions that are used for reporting to sponsors and funders.
- When creating an AVR account, you can opt in to join the AVR Network. Being part of the AVR network will allow other FRINGE WORLD Festival Presenters/Venue Managers to search your email and add you as a participant/staff to their venue or event.

You may withdraw your consent to our use of your data in this way at any time by emailing [hello@artrage.com.au](mailto:hello@artrage.com.au).

Otherwise, ARTRAGE INC will only use your personal information:

- In an aggregated form for use in our reporting;
- As required or authorised by law;
- Where there is a serious and imminent threat to your life, health, or safety or a serious threat to public health or public safety; and
- For secondary purposes which are directly related to the primary purpose of collection of the personal information such as for quality assurance, staff training and as may be required by our insurers.

### **How ARTRAGE INC may disclose your personal information**

ARTRAGE INC may disclose your information in the following ways:

- Third party contractors and service providers who help us operate our business or provide a service to you.
- ARTRAGE INC may disclose your personal information to third party contractors and service providers who, for example, help us send out our mail/email, operate our ticketing and registration platforms, provide us with fraud prevention services, maintain our website, and perform data analysis to group demographic attributes of individuals.
- Any accessibility requirements you provide to Artrage will be passed onto relevant Artrage Front of House staff and or to venues/artists/staff to accommodate any specific accessibility requirements you might have to attend a show outside of a Fringe World Managed Venue;
- Artists/ Presenters of events for which you purchase tickets from where you do not un-tick "I would like to receive emails from Artists/Presenters of these events" during the checkout. ARTRAGE INC discloses your personal information to such organisations, so they may choose to provide you with promotional and marketing material about their future events by email. You may change your preference to receive email marketing at any time directly with the organisations which have obtained your information. If you do not have their details, you can contact ARTRAGE INC's Administration Coordinator directly; and
- The Presenter details and the person nominated as the publicity contact for an event will be displayed in the AVR media portal for accredited media personnel to contact.

### **ARTRAGE INC will only disclose your personal information:**

- If the disclosure is permitted under the Privacy Act; or

- If you have consented to the disclosure.

### **Written correspondence**

We may preserve the content of any direct correspondence via e-mail, social media or other form of written correspondence you send us if we believe we have a legal requirement to do so or are otherwise permitted to do so under the Privacy Act.

Any e-mail or social media messages that we keep may be monitored by us for troubleshooting or maintenance purposes or if any form of written abuse is suspected.

### **Electronic direct marketing and research**

ARTRAGE INC may use personal information about you for marketing and research purposes. However, you can manage your ARTRAGE INC communication preferences in a number of ways, e.g. within your online user account if you are an online customer; or by contacting [hello@artrage.com.au](mailto:hello@artrage.com.au). In addition, the marketing communications that we send to you will also contain information on how to unsubscribe from those communications.

You can also tell us at any time if you do not want us to disclose your details to other organisations such as our related companies or third parties for marketing purposes. To do this, you just need to contact our Administration Coordinator (details provided at end of this document).

Sometimes ARTRAGE INC extracts information from our collected records to produce aggregated data. This aggregated data does not identify individuals. ARTRAGE INC uses the aggregated data for research purposes and may share the data with third parties.

### **Cookies, tracking and advertising**

For each visitor to our website, our server automatically recognises and stores the visitor's IP address.

In addition, our websites uses cookies. To enhance your experience when using our websites, these cookies may automatically collect information from you such as your postcode, preferences, region and sign in username.

If you use the 'Remember Me' feature during the user account 'sign in' process, the cookies will also store your sign in username.

Most web browsers are set by default to accept cookies. However, if you do not wish to receive any cookies you may set your browser to either prompt or refuse cookies. Note that rejecting cookies will disable your browser from purchasing tickets from our websites.

We also use cookies for measuring, collecting, analysing and reporting data from our website. This allows us to better understand our users and among other things improve the layout and functionality of our websites. This tracking is conducted in such a way to ensure the anonymity of visitors.



Specifically, we utilise Google advertising cookies features such as Google Analytics Demographics and Interest Reporting. For further information about this, we suggest you refer to the privacy policies of Google Analytics ([www.google.com.au/policies/privacy](http://www.google.com.au/policies/privacy)). You can also use this browser add-on to opt-out of Google Analytics (<https://tools.google.com/dlpage/gaoptout/>).

Sometimes our websites contain links to third-party websites for your convenience and information. When you access a non-ARTRAGE INC website, please understand that ARTRAGE INC is not responsible for the privacy practices of those external sites. We suggest that you review the privacy policies of each site you visit.

### **Facebook Conversion Tracking Pixel and Facebook Custom Audiences**

Our website utilises the Conversion Tracking Pixel service of Facebook Inc (<https://www.facebook.com>). This tool allows us to follow the actions of users after they are redirected to our Website by clicking on a Facebook advertisement. We are thus able to record the efficacy of Facebook advertisements for statistical and market research purposes. The collected data remains anonymous. This means that we cannot see the personal data of any individual user. However, the collected data is saved and processed by Facebook. Facebook is able to connect the data with your Facebook account and use the data for their own advertising purposes, in accordance with Facebook's Data Use Policy found under <https://www.facebook.com/about/privacy/>. Facebook Conversion Tracking also allows Facebook and its partners to show you advertisements on and outside Facebook. In addition, a cookie will be saved onto your computer/device for these purposes.

We also allow embedding of Facebook Conversion Tracking Pixels on our website by relevant events and venues on their respective event and venue webpages.

Our website also utilises the Custom Audience Tool from Facebook Inc (<https://www.facebook.com>). We use Facebook Custom Audiences to deliver advertisements to Website Visitors on Facebook based on email addresses that we have collected. You may learn more about Facebook Custom Audiences by visiting <https://www.facebook.com/business/help/341425252616329>.

We may display interest-based ads to you when you are using Facebook through this tool, allowing us to personalise our ads based on your shopping experience with us. We do not share any of your personal information, including your shopping history, with Facebook. The tool lets us convert your email address to a unique number that Facebook uses to match to unique numbers Facebook generates from email addresses of its users.

Please click here if you would like to revoke your permission:

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/).

### **Compliance with the Notifiable Data Breaches Scheme**

Should ARTRAGE INC experience a Notifiable Data Breach as per the legal requirements of the Privacy Amendment (Notifiable Data Breaches) Act 2017,

ARTRAGE INC will provide notice to affected individuals as well as to the Australian Information Commissioner as outlined in the Act. Information regarding ARTRAGE INC's obligations under the Act, can be accessed here:

<https://www.oaic.gov.au/privacy-law/privacy-act/notifiable-data-breaches-scheme>

## **Social Media**

ARTRAGE INC takes no responsibility for any personal information you may post on any of ARTRAGE INC's social media sites including, but not limited to, Facebook, Twitter, YouTube, Yelp and Instagram. Any information or content created by you that is in the public domain may be shared by ARTRAGE INC. This may include, but is not limited to, publicly accessible information on social media sites, blogs, forums and websites. ARTRAGE INC will endeavour to credit content creators wherever possible.

## **Keeping your personal information up to date**

We take reasonable steps to ensure your personal information is accurate, complete and up to date whenever we collect or use it.

If you think any of the personal information we hold about you is inaccurate, incomplete or out of date, you can manage your information we have stored by logging into your online account if you have an online customer or promoter user account. Otherwise, please contact us and we will take reasonable steps to correct the information.

## **Accessing your personal data**

Under the Australian Privacy Principles, you have a right to request access to the personal information that ARTRAGE INC holds about you and seek its correction.

If you have a login account, you can access or correct some of your personal information by logging onto our websites.

If you do not have a login account, please email [hello@artrage.com.au](mailto:hello@artrage.com.au). Please include your contact details such as email address and telephone number and enclose a copy of a form of identification such as a current driver's licence or passport. We aim to respond to requests for access or correction within 30 days.

There are certain situations under the Australian Privacy Principles where we may refuse to correct or provide you with access to your personal information, but we will always let you know in writing if this is the case.

If you believe that ARTRAGE INC has breached one of the Australian Privacy Principles, or a registered APP code that binds ARTRAGE INC, please send this complaint in writing to our Administration Coordinator. We aim to respond to these complaints within 30 days.

Please direct any correspondence regarding personal information and/or this Privacy Policy to:

Attn: Administration Coordinator  
Post: 89 Melbourne Street, Northbridge WA 6003  
Email [hello@artrage.com.au](mailto:hello@artrage.com.au)

### **Further Information**

If you have any queries about this Privacy Policy, please contact ARTRAGE INC by email [hello@artrage.com.au](mailto:hello@artrage.com.au) or during normal office hours 9am to 5pm (Mon-Fri) on 08 9227 6288.

### **Review of Policy**

ARTRAGE INC undertakes an annual review of this Privacy Policy to allow for necessary updates, additions and/or changes. Changes to the policy can be found on our websites or by contacting the ARTRAGE INC Administration.

We may amend the Privacy Policy at our sole discretion. If you continue to use the website or interact with us after receiving notice from us of such an amendment, you agree to be bound by the Privacy Policy as amended.