

# PRIVACY POLICY

## HAWK ENTERTAINMENT PTY LTD

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David M. Hawkins has been producing concerts, cabarets and musicals in Australia since 1995 and has created a great brand name with Showtune Productions that has seen the company win many awards and critical acclaim for its contribution to the Australian cultural landscape.

For more information visit [www.showtune.com.au](http://www.showtune.com.au)

### PRIVACY POLICY

Introduction: This website is owned and operated by Hawk Entertainment P/L. These Terms & Conditions govern:

- your use of this Website;
- all material and information on the Website (including domain names, company and business names, text, graphics, images, photographs, illustrations, diagrams, video, audio, music, logos, icons and advertisements) and their compilation and layout ('Content'); and

### AGREEMENT

By visiting or using this Website and/or any Content you agree that you have read, understood and agree to be bound by these Terms & Conditions. If you do not agree to these Terms & Conditions, do not use this Website.

We may amend these Terms & Conditions from time to time and therefore you should review these Terms & Conditions regularly. By continuing to use this Website following any amendments will confirm your acceptance of any such amendments. Whilst we do not accept or consider Submissions, if you do send any Submission to us, you agree to be bound by these Terms & Conditions.

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### TERMINATION

We may (in our sole discretion and without prior notice to you) terminate your right to access this Website and the Content, if you breach these Terms & Conditions.

## **GENERAL**

If any provision of these Terms & Conditions is found to be invalid or unenforceable by a court of law, such invalidity or unenforceability will not affect the remainder of these Terms & Conditions which will continue in full force and effect.

## **APPLICABLE LAW**

This Website is controlled from our offices in Sydney, New South Wales, Australia. We make no representation that the Content in this Website is appropriate or available for use in other locations. These Terms & Conditions will be governed by and construed in accordance with the laws of New South Wales, Australia. You submit to the non-exclusive jurisdiction of the courts of New South Wales, Australia and Federal Courts of Australia.

At Hawk Entertainment the security of personal information that we collect is of utmost importance to us.

You can find information about how we handle and manage your personal information in this Privacy Policy. Our aim is to provide this information to you in an open and transparent manner, so that you can make informed decisions about your dealings with us.

We may update or revise this Privacy Policy from time to time.

### **What kinds of personal information does Hawk Entertainment collect and hold?**

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

- your name, address and other contact details (like your telephone number);
- your email address;
- your gender;
- transaction details relating to any purchase(s) that you have made with us or that have been made on your behalf;
- any preferences that you select; and
- any other personal information which may be required in order to facilitate your dealings with us.

### **How does Hawk Entertainment collect personal information?**

Generally, we collect personal information when you:

- make a purchase through our network which includes our website, mobile site, telephone
- indicate that you wish to receive news, offers or other marketing material from us;
- sign up to a waitlist or an event
- make an inquiry or a complaint;
- have other dealings with us, for example, via social media or in person, over the phone or when you write to us.

In certain circumstances, we may also collect personal information about you in the course of combining and analysing different data sets which, in and of themselves, may not contain personal information.

### **Sometimes we collect personal information about you from other sources, for example:**

- Ticketing Agency's
- people making a purchase on your behalf;
- our business clients such as venues, promoters and artist managements; or
- third party suppliers and contractors who assist us to operate our business, such as:
  - information technology suppliers
  - marketing and digital services suppliers
  - research and development organisations
  - data partners
  - analytics consultants; and
  - publicly available sources of information

### **How does Hawk Entertainment hold personal information?**

Hawk Entertainment 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, or which we attribute to, you, including:

- information (personal or otherwise) that we collect from our website and mobile site (as described below in relation to "Cookies, Tracking and Advertising") or from third parties; and
- personal information we receive from our group companies and client businesses, who, in common with us, have a relationship with you and where we understand that you have consented to such group companies and client businesses sharing your personal information with us.

We have taken a number of physical, electronic and procedural steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure.

Hawk Entertainment protects the personal information it collects in a secure database. As we use third party hosts for credit card payments online we do not hold any credit card details when the transaction has taken place online.

Hawk Entertainment employees are required, as a condition of their employment, to treat personal information held by Hawk Ent. as confidential, and to maintain the confidentiality of that personal information. They are also required sign in and use a password when accessing Hawk Ent. systems and to undertake training about how to manage personal information.

### **What are the purposes for which Hawk Entertainment may collect, hold, use and disclose personal information?**

Generally, Hawk Entertainment only uses personal information for the primary purpose for which we have collected it, or for another closely related secondary purpose. Our potential uses of personal information which Hawk Entertainment collects (and for which you consent to us using your personal information for) may include:

- to process and fulfil your orders from us;
- to contact you if there is an event cancellation or change in event details, or for the replacement of an item;
- to get a better understanding of you, your needs, your behaviours and how you interact with us in order to identify ways in which we can provide you with a better service, or enhance your experience of our website and mobile site or other services;
- so that we can promote our products and services to you and the products and services of third parties that we deal with;
- so that venue operators of events for which you purchase tickets sponsors, authorised ticket onsellors and resellers can use it for operational purposes;
- detecting and preventing fraud and unauthorised ticket onselling;
- to facilitate the competitions, special offers and promotions that we or our partners run;
- displaying content and advertising (including in relation to tickets and events) that is customised to your interests, preferences and experiences, including through online targeted marketing, data and audience matching and market segmentation activities;
- verifying your identity;
- so that we can respond to inquiries and complaint handling; and
- for the conduct of data analytics and predicting trends;
- marketing services in connection with the products and services we provide; and
- to comply with our legal and regulatory obligations and enforce our legal rights.

### **Who might Hawk Entertainment disclose my personal information to?**

Hawk Entertainment may disclose your personal information:

- to venue operators or ticket agency's of events for which you purchase tickets. Hawk Entertainment discloses your personal information to such organisations for operational purposes.
- to sponsors, sporting clubs, authorised ticket onsellors and resellers who (unless they obtain a separate consent from you) use it for operational purposes only, for example, to provide you with additional information about the event or venue that you are attending; and
- to third party contractors and service providers who help us operate our business or provide a service to you. Hawk Entertainment may disclose your personal information to third party contractors and service providers who, for example, help us operate our computer systems, provide us with fraud prevention services, operate certain features accessible from our website, send out our mail/email and clean collected data and who perform data analysis to group demographic attributes of individuals.

Otherwise, Hawk Entertainment will only disclose your personal information:

- where we are required to do so by law;
- if the disclosure is permitted under the Privacy Act 1988 (Cth); or
- if you have consented to the disclosure.

### **What happens if Hawk Entertainment does not collect my personal information?**

Where it is lawful and practicable to do so, we will give you the option of not providing personal information, or of using a pseudonym, when you deal with Hawk. For most events, you may be able to make a cash transaction at a venue box office or retail agency without providing personal information.

However, if we do not collect personal information about you at the point of sale or when you interact with us, this could impact the level of service we can provide to you, for example, we will not be able to contact you in the case of an event cancellation or venue change or we may not be able to properly respond to your inquiry or investigate your complaint or fully process your transaction.

### **Cookies, Tracking and Advertising**

For each visitor to our website and mobile site, our server automatically recognises and stores the visitor's IP address. In addition, our website and mobile site use cookies. To enhance your experience when using our website or mobile site; these devices store information you have provided to us (such as your postcode, preferences, region and sign in username) to enable us to provide a more personalised service to you. Our website and mobile site may also carry third party cookies, which automatically collect anonymous information

from you, such as your demographics and interests. This information may be disclosed to third parties for the purpose of providing you, and others, with a more targeted ticket and event information and/or an enhanced advertising experience both on and off the Hawk Entertainment website or mobile site. Most web browsers are set by default to accept cookies. However, if you do not wish to receive any cookies you may either set your browser to prompt or refuse cookies. Note that rejecting cookies will disable your browser from making purchases from our website or mobile site.

Sometimes our website or mobile site contains links to third party websites, for your convenience and information. When you access a non-Hawk Entertainment website, please understand that Hawk Entertainment is not responsible for the privacy practices of that site. We suggest that you review the privacy policies of each site you visit.

#### **Access and Correction**

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

#### **Complaints**

If you feel that Hawk Entertainment is not complying with this Privacy Policy or the Australian Privacy Principles contained in the Privacy Act 1988 (Cth), please put your concerns in writing and send them to our one of the contact methods set out above.

We will always endeavour to investigate your complaint and respond to you as soon as practicable after receipt, generally within 30 days. If you are not satisfied with our response.