

PRIVACY POLICY

Protecting your privacy is important to Melbourne International Festival of the Arts Limited (ACN 058 535 863), organiser of RISING MELBOURNE. A reference in this Privacy Policy to 'we', 'us' or 'our' is a reference to Melbourne International Festival of the Arts Limited, organiser of RISING MELBOURNE.

We are governed by the Australian Privacy Principles (APPs) which are contained in the Privacy Act 1988 (the Act). We will only collect, use or disclose personal information in accordance with the Act and this Privacy Policy.

COLLECTION OF PERSONAL INFORMATION

In this Privacy Policy, "personal information" has the meaning set out in the Act. Essentially, personal information is information or an opinion about an individual who is reasonably identifiable.

We collect personal information you provide us about yourself, for example if you register for our websites, purchase tickets from us or enter a competition or promotion we run

We may collect information about your attendance at RISING events and information about your use of our websites and social media sites (including via cookies) We may also collect personal information about you from:

- third parties such as event venues and ticketing agents; and
- publicly available sources.

RISING collects personal information where necessary to undertake our functions and deliver our services, as well as for the other purposes outlined below. We collect personal information in a lawful and fair manner, and where possible directly from the individual concerned.

The personal information we hold may include, your name, mobile number, postal address and email or other information provided by you if you have requested services from us, participated in one of our promotions, or joined our mailing list.

Should you provide information to RISING regarding another individual, you ensure they are aware and that you have their consent.

Anyone under 15 years of age should obtain a parent or guardian consent before submitting any information to RISING. RISING does not intentionally collect information from anyone under the age of 15.

We also collect anonymous information that does not identify you, which includes Analytics Information, that we log regarding access and use of the Website, including details of any computer used to access the Website (such as IP address, host and browser type), the date and time of access and details of pages accessed and information downloaded.

USE OF INFORMATION COLLECTED

In general, the purposes for which we collect, use and disclose your personal information may include:

- to provide you with goods and services that you have requested (e.g. tickets you have purchased);
- to deal with any inquiries you have;
- to improve our goods and services;
- to consider you for a job with us (whether as an employee or contractor) or another relationship with us;
- as an employee or contractor of RISING
- to address any issues or complaints that we or you have regarding our relationship; and
- to contact you regarding the above, including via electronic messaging such as SMS and email, by mail, by phone or in any other lawful manner
- to inform you about future RISING events and for the purposes of advertising and business promotions
- to facilitate your entry and participation in a competition or trade promotion
- to provide certain features or functionality or to improve your user experience, such as suggesting events that are of interest to you for advertising and communication purposes for our own statistical and internal business purposes and to improve the Sites;

We may use or disclose your personal information:

- for the purposes for which we collected it (and related purposes which would be reasonably expected by you);
- for other purposes to which you have consented; and as otherwise authorised or required by law.

SHARING WITH THIRD PARTIES

We may disclose personal information to authorised contractors, subsidiaries, service providers and third-party affiliates. These parties may include:

- contractors (marketing agencies, insurance providers, website and data hosting providers and other IT service suppliers);
- other persons who perform services for, or in connection with, us (including to facilitate the delivery of purchases, for electronic direct mailing, for credit card payment authorisation, for trend analysis, for market research and for promotions);
- companies who may use your personal information in order to tailor electronic advertising to you (e.g. on a webpage) in relation to our products and services;
- event partners including venues, artists, promoters and presenters so that that they can perform certain functions on our behalf. Any personal information transferred between us and such third party will be handled in accordance with the APP, the IPP and this Privacy Policy.
- our accountants, insurers, lawyers, auditors and other professional advisers;

- if you are an individual contractor to us, to your employer or agency in relation to the performance of your work with us;
- if you are an individual contractor to us or a prospective employee, to our HR related service providers (e.g. for background checks, screening or aptitude testing);
- any third parties to whom you have directed or permitted us to disclose your personal information (e.g. referees);
- third parties who provide funding to us, such as government agencies;
- when you authorise us to do so otherwise as permitted or required by law.

Some of the third parties to whom we disclose personal information may be located outside Australia. For example, we may disclose personal information to our overseas service providers. The countries in which these third parties are located will depend on the circumstances. Except where an exception applies under the Act, we will take reasonable steps to ensure that such overseas recipients do not breach the APPs in relation to such information.

RISING may use de-identified information for evaluation and research purposes, and in some cases, disclose de-identified Information to third parties.

If you follow a link on our website which leads to a third parties' website (for example an article, or one of our third-party ticketing partners) any personal information you disclose on that website will be subject to their privacy policy. In some instances, that third party website may share your information with us in accordance with its privacy policy and data sharing agreements.

STORAGE AND SECURITY

We will take reasonable steps to keep any personal information we hold about you secure. However, except to the extent liability cannot be excluded due to the operation of statute, we exclude all liability (including in negligence) for the consequences of any unauthorised access to, disclosure of, misuse of or loss or corruption of your personal information. Nothing in this Privacy Policy restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth). Please notify us immediately if you become aware of any breach of security.

RISING maintains a database of customer information for ticketing, customer service and reporting purposes. This information is stored and managed within Tessitura, a Customer Management and Ticketing system trusted and used by arts organisations around the world and certified to PCI-DSS standards. You can view their privacy policy at <https://www.tessituranetwork.com/About/Privacy>

Your information may also be stored in our email newsletter platform Prospect2. You can view their privacy and data processing policies at <https://www.lync2.com/terms-privacy-more-policies/>

COOKIES AND OTHER DATA TECHNOLOGIES

Website Usage

RISING uses Browser Data to:

- understand our customers and their preferences;
- facilitate and improve a customer's website browsing experience;
- better understand how RISING'S website is used;
- provide customised messages and advertising personalised to customers' interests;
- measure or understand the effectiveness of advertising we serve to customers;
- report on audience insights and statistics to the funding partners, sponsors and potential partners.

RISING's website uses Google Analytics to help analyse how visitors access and use our website. This uses cookies provided by Google, Inc (Google) which are text files placed on your computer. The information generated by these cookies is transmitted to and stored by Google on servers in the USA.

RISING may also use other cookies, pixel tags and similar technology to gather anonymous visitor data. These technologies cannot retrieve any other data from your computer, pass on a computer virus, or capture your email address or personal information. However, they will remain on your browser for a period of time as a record for future visits to RISING sites.

We may use a tool provided by Meta called a Pixel that allows us to understand what actions you take after you click on our Facebook or Instagram advertisements, for example completing a form or purchasing a ticket. RISING then uses this data to create advertisements on the Meta platform.

You may wish to block some or all of these technologies by selecting the appropriate settings on your browser. This may affect your experience browsing RISING's website.

EMAIL NEWSLETTER SUBSCRIPTION

RISING will collect your email and sometimes other contact details when you subscribe to our Moon Mail (email) list via a subscription form or competition/promotion. We only use this information for the purpose that we informed you of at the time that you supplied this information. You will only be added to this database if you ask to receive this information.

You can unsubscribe from our direct marketing, or change your contact preferences by clicking the appropriate link in our email communications or by contacting us at hello@rising.melbourne.

If you are a RISING ticket buyer, you will receive email communications regarding your tickets and upcoming events regardless of your subscription status. This may include confirmation of your order, event reminders, post-event communications and communications about changes to your purchased events.

TICKET BUYERS

The personal information that we collect may include your name, contact details, credit card details if you are purchasing tickets from us, and information about the events that you attend as part of RISING.

In addition to the types of personal information identified above, we may collect personal information as otherwise permitted or required by law.

Tickets purchased using a credit card on the RISING website, or via phone call or in person visit to a RISING customer service staff member, are processed by Windcave Pty Ltd. This company keeps your financial information in a secure location and encrypts your details. You can view their privacy policy at <https://sec.windcave.com/pxmi3/privacy-policy>

JOB APPLICANTS, STAFF AND CONTRACTORS

If you submit a job application to us, we will use the information provided by you to assess your application. We may disclose the information contained in your application to contracted service providers for purposes such as screening, aptitude testing and human resources management activities.

If you are, or are seeking to become, an individual contractor to us we may collect information relevant to your engagement with us including qualifications, length of engagement, resume, pay rate and salary, bank details, feedback from supervisors and training records. A reference to an individual contractor in this document includes those individuals who are contracted directly by us or who are engaged through a labour hire agency or similar organisation.

UPDATING YOUR INFORMATION

If you wish to access, correct or update personal information that we hold about you, you may make a request in writing.

COMPLAINTS

If you believe that we have not dealt with your personal information in a manner that complies with the Act you should contact us to discuss how we may better deal with it.

If you wish to complain about our collection, use, handling or disclosure of personal information, you may do so in writing. We will take any privacy complaint seriously and any complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner.

All correspondence in relation to the above should be directed to hello@rising.melbourne or call +61 3 9662 4242

POLICY CHANGES

We may change this Privacy Policy at our discretion. By continuing to use our websites, or otherwise continuing to deal with us, you accept this Privacy Policy as it applies from time to time.

Last Updated: March 2025