



You trust us with your personal information, so we strive to always be clear and honest about how and why we will use it.

Read more about what we collect about you and your choices and rights.

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## **OUR COMMITMENT TO YOU**

Our goal is to maintain your trust and confidence by handling your personal information with respect and putting you in control.

It's important that you know what personal information Kicks Entertainment (herein referred to as Kicks Entertainment or us) we collect about you, and how we use it.

If you'd like further information, or have any questions, please contact us using the details in the 'Contact' section below.

If we ever make any major changes to our privacy practices, we'll let you know. If necessary, we'll also ask for your permission.

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## **PRIVACY NOTICE**

How this notice applies to you will depend on the way in which you interact with us. For example, if you:

1. Create an account, purchase a ticket to one of our events, we will use the information you provide to the ticketing agent to fulfil our obligations to you in delivering that service, and, where you've told us to, keep you up to date about other events that may be of interest to you; and
2. Browse our sites, we use cookies to tailor your experience and provide a seamless experience.

Your choices and rights under each scenario are explained in more detail below.

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## **SUMMARY**

Scroll down to read the full policy.

### **What Information We Have & Where We Get It**

We collect and store different types of information about you when you create an account, buy tickets from our ticketing agents, attend our events, contact us, and use our websites, apps and social media.

### **How We Use Your Information & Why**

We collect and use your information for lots of reasons such as helping you get into the shows you love, sharing news, for marketing and as otherwise required by law.

### **Who We Share Your Information With & Why**

We share your information with Event Partner(s) – such as the co-promoter(s), ticketing agents, artist, or venue – as well as other third parties associated with the service provided.

### **Your Choices & Rights**

Among other rights, you can choose whether to receive marketing from us. You also have the right to access the information we have about you.

### **Looking After Your Information**

We're always taking steps to make sure your information is protected and to delete it securely when we no longer need it.

### **Contact Us**

If you have any questions or feedback about this notice, or how we handle your information, get in touch with us at [hello@kicksentertainment.com.au](mailto:hello@kicksentertainment.com.au)

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## **WHAT INFORMATION WE HAVE & WHERE WE GET IT**

When providing our products and services, we collect certain categories of personal information such as your contact details, purchase history, internet and electronic activity, and in some cases sensitive personal information where required or where you have provided consent.

When we collect your personal information, we store it in our customer databases, such as our customer services platforms to manage any queries you have, and our marketing systems in order to be able to communicate with you, subject to your choices.

Given the global nature of our business some of the products and services we offer may differ and not be available in the market where you have an account.

- **When you create an account and buy from us.** When you create an account, purchase a product from us (such as VIP experiences or merchandise), we will collect your contact and billing information directly from you. When you register for a presale, we collect your contact information, including name, street address, zip and post code, email, phone number and credit card number.
- **When you buy tickets to our events.** When you purchase tickets to one of our events, or an event for which we are a co-promoter, or have a ticket transferred to you by a friend we will receive your information from ticket agents or e-commerce platforms used to sell tickets for our promoted and co-promoted events, or the venues we hire to put on the event. This includes your name, contact details and ticket purchase information, such as number of tickets bought and seat number(s).
- **When you attend one of our events.** When you attend one of our events, we collect your information via our free Wi-Fi (if you register to use it) and, if available, via cashless payment wristbands which can be used to access events and to make purchases onsite at the event.
- **Fan images and CCTV.** When attending an event at a venue or festival we collect your image and likeness whether this is through CCTV cameras or videographers or photographers on venue of festival sites. This is primarily collected for the safety and security of our fans; however, we sometimes use these images in our marketing or social media posts.
- **When using our website and apps.** When you use our websites or apps, subject to your choices, we use tracking tools like browser cookies and web beacons and technology like GPS and WiFi to collect information about you. This information includes the browser and device you're using, your

IP address, your location, the site you came from, what you did and didn't use our site/app for, or the site you visit when you leave us. Our site may also serve third-party content that contains their own cookies or tracking technologies. For more information on how we collect this information, see our [Cookies Policy](#).

- **Onsite safeguarding when attending an event.** When attending an event at a venue or festival in order to provide a safe and secure site for you, we will process personal information about you to be able to enforce appropriate access management, their purposes for being onsite, and any experiences or issues that may arise. As part of our safeguarding policies and procedures, we process personal information about incidents and visitor wellbeing.
- **When posting ratings or reviews.** When you post ratings and reviews, including uploading images or videos as part of your review, we store this information in our platform alongside information about you as the reviewer.
- **When you request accessible tickets.** If you have accessibility requirements, we want to make sure you have the best experience when attending events. To do this, we need to collect details of your requirements. When you purchase accessible tickets, we record this request. Depending on your market, we may be required to validate your accessibility needs. We will inform you about this if we do.
- **When entering competitions.** When you enter into competitions we run, we'll use your information to administer your entry and contact you if you've been successful. If the prize is administered by a third party, we'll let you know who they are.
- **When you contact our fan experience and customer support teams.** When you contact our Customer Services teams with a query or provide us with feedback, we record that interaction for evidentiary purposes and to provide support related to your query.
- **When you use social media and online public forums.** When you use a social media feature within our website or apps, post to social media platforms, or post on a public space or on one of our websites, the social media site will provide us with some information about you, such as your name and the posts you make mentioning us
- **Geodemographic information.** Subject to your choices, we collect or use suppliers such as advertising and marketing partners who collate geodemographic information including age range, gender, or information about events you like or products you buy which assists us in better personalizing our services to you. If you'd prefer that we do not do this, see the 'Your Rights & Choices' section below.
- **Information used for health & safety purposes.** Where required, we will collect information from ticket purchasers and attendees for compliance purposes related to infectious disease to the extent required under applicable law. This includes information such as names, contact details, seat locations, along with entry and exit times.

In situations where a third party for an event organizer requires the collection of health information (such as test results), please refer to their privacy policy and terms to understand how your information was collected and used.

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## HOW WE USE YOUR INFORMATION & WHY

This section explains how we use your information and the legal grounds (or purposes) for which we use it. Some purposes are primary purposes that are necessary in order for us to provide our services or products or to fulfill our legal obligations. Other secondary purposes aren't strictly necessary to provide our services but provide additional value and are therefore typically subject to your choices.

## 1. For the performance of our contract with you

- **When you make purchases.** We use your information when transact with us (such as VIP experiences or merchandise) so we can:
  - process your order;
  - take payment;
  - send you customer service emails, including order confirmations and event related emails;
  - provide you with customer support; and
  - register you for event presales.
- **Event Partner(s).** We share your information with Event Partner(s) who provide services for the event such as co-promoters, ticketing agents, artists or venues to enable them to run the event on our behalf, allocate seating or notify you if there has been a change to the event or provide important event information.
- **Contest, Competitions and Referrals.** When you enter into competitions or similar prize draws, we use your information to confirm your registration and to communicate to you about your entry. If you give us your friend's information, for example, via our referral service to tell a friend about our website or to purchase a gift card, we will only use your friend's information to provide services you requested. Your friend may contact us to ask us using the details below to delete their information.

## 2. Subject to your choices

- **Marketing.** To contact you with information or offers regarding upcoming events, products or services via email, push and web notification, SMS, or on social media platforms. You can change your marketing preferences at any time' see the section "Your choices and rights" below.
- **Advertising & cookies.** To deliver tailored advertising and marketing communications on our websites and apps depending on your market. (See our [Cookies Policy](#) for more information).
- **Market research & fan feedback.** To conduct market research and analysis which helps improve and customise our products and services, or to contact you with satisfaction surveys, or to participate in user research (such as focus groups). We include an unsubscribe option for this kind of contact should you no longer wish to receive them.
- **Images.** Where you attend our events, we sometimes take photos and sometimes post these on social media or use them in marketing campaigns. Our signage at the event will let you know, and you can always request we remove you.
- **Personalization.** To make sure our messages and website are relevant to you (depending on your market). For example, when you 'favorite' certain artists and genres, purchase tickets, attend shows with friends and sign up for presales, we will inform you about similar events we think you might be interested in. We create a user profile with the information we have and how you use our services. By turning personalization off you won't get any personal recommendations and any newsletters you've subscribed to will be generic (although if you've asked to receive alerts about specific artists or venues, you'll still receive these).



We will still perform profiling activities where we need to do so to deliver our services to you, for example for fraud screening purposes.

- **Location-based services.** For example, our apps request location permission for functions like browsing events near you, receiving push notifications about them or seeing yourself on the map at an event.
- **Crowd management analytics.** Some of our apps use crowd management software so we can see how many people are at a particular stage, or when the busiest times at the bars are. This helps us more efficiently allocate our resources. We turn this on shortly before the festival or event and turn it off shortly after so we're not tracking devices when we don't need to.
- **Accessibility.** To process your health information to meet your accessibility requirements, where specifically required and explicit consent is provided.
- **Commercial Partners.** We sometimes work with Commercial Partners who we share information with. These are third party data controllers that we work with to provide additional value-add services, such as our travel packages, sponsors or exclusive presale deals. In some circumstances, where sharing is not necessary for us to perform the contract, you have requested, we will ask for your permission.

### 3. For our overriding legitimate business interests

- **To prevent or detect unlawful behaviour, to protect or enforce our legal rights or as otherwise permitted by law.** For example, making sure tickets get into the hands of real fans and to provide a secure platform. As such, we may use your information to prevent ticket touting, misuse of our intellectual property (e.g., our or our Event Partner's brands), fraud, or other crimes.
- **Event security.** To protect our fans and ensure the security of our and our Event Partners' operations.

### 4. To protect your vital interests

- **Health and Safety.** Any information collected by us or our third-party partners in compliance with applicable health and safety requirements, will only be used to contact attendees or shared with relevant local, government officials. This information is regularly deleted.

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## WHO WE SHARE YOUR INFORMATION WITH & WHY

- **Live Nation Entertainment.** Within the Live Nation Entertainment group and associated family of companies, referenced below, who provide services for us such as marketing, profiling, reporting and technical and product support. This may include Ticketmaster and Live Nation owned or operated venues, for example.
- **Third parties who perform services on our behalf.** Our third-party service providers, some of which may be located outside of your jurisdiction. These include:
  - Cloud hosting providers, who provide the IT infrastructure on which our global products and systems are built;
  - Payment platforms, who provide the infrastructure to process payments;
  - Outsourced customer service teams, who support in responding to queries you may have;



- Information security providers, who help us keep our platforms safe and secure; and;
  - Marketing providers, who power our data analytics, marketing communications and advertising.
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- **Event Partners.** Event Partners are entities we work with to put the event on, such as our co-promoters, ticketing agents, venues, or the artists. We share your information with our Event Partners so that they can run the event and for other reasons described in their privacy policies.
  - **Commercial Partners.** These are third parties we work with to provide additional value-add services. As the Commercial Partners we work with varies between services, we use just-in-time information to let you know when information will be shared with them and that it will be processed in accordance with their privacy notice.
  - **Disclosures under law.** As necessary, we will share information to respond to a court order or subpoena or share information with a government agency or investigatory body as permitted or required by law, or share information when we are investigating potential fraud.
  - **Successors.** Depending on the terms of the sale of our business, we may share information with any successor to all or part of our business. Where the data controller of your information changes, the new data controller is obligated to notify you of this change.

If we need to share information for reasons not described in this policy, we will inform you prior to doing so.

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## YOUR CHOICES & RIGHTS

Your rights and choices may differ depending on the country where you are accessing our services from. These have been split out below.

### Your choices

Where you have given us your permission, you can manage your preferences by doing the following:

- **To stop receiving our marketing** you can change your preferences within your account if you have created one or follow the unsubscribe instructions in any of the emails, we send you or contact us at [hello@kicksentertainment.com.au](mailto:hello@kicksentertainment.com.au) and we will do it for you.
- **To control our use of cookies and tracking tools**, please see our [Cookies Policy](#). This can also be done by updating your preferences in the cookie management tool on any of our websites and apps.
- **To opt out of location tracking and push notifications**, you can change the settings on your device or keep your location off. To stop web push notifications, you will need to use your browser settings.
- **To manage personalization settings**, you can change your preferences within your account. If this option is not available, you can contact us and we will do it for you.
- **To stop being contacted as part of fan feedback**, you can unsubscribe through the mechanisms in the messages to you or contact us and we will do it for you.

### Your rights



As a global company, our fans are located all over the world. Depending on your market, there are specific laws and regulations around privacy rights such as the GDPR in Europe, LGPD in Brazil and CCPA in United States etc.

You may designate an authorized agent to submit requests, using the below instructions, on your behalf. For an authorized agent to be considered verified, you must provide the authorized agent with a signed, written affidavit to make such requests, or a power of attorney. We may need to follow up with you to verify your identity or authorization before processing an agent's request. If you do not follow these instructions we may not be able to process your requests.

### **Global Rights**

- The right to request that your information be deleted, otherwise known as erasure, or restricted from further use. The right to delete or erase your account cannot be made where you have a ticket or transaction for a future event. A deletion of your account will result in loss of access to any digital assets (i.e. NFTs) that you may own.
- The right to request a copy of the information we hold about you, also known as a right of access.
- The right to correct, amend or update information you have given us (where you have an account with us you can also do this by logging in and updating your information).
- The right to contest any automated decision we make about you. An automated decision is a decision taken without any human intervention which has legal consequences (e.g. credit checking). We don't typically carry out automated decision making but, if we do, we will make it clear where such decisions are being made.

To exercise any of the above rights please contact us. Please use the email associated with your account in order for us to locate your personal information.

Please note that whilst we will carefully assess every request we receive, your rights and the time period for actioning a right may differ according to your place of residence and we may not always have to comply. When this happens, we will explain why.

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### **LOOKING AFTER YOUR INFORMATION**

We have security measures in place to protect your information. The security measures we use will depend on the type of information collected. If you think that an unauthorized account has been created using your name, contact us. We are not responsible for third party websites and apps. If you click on a third-party link, you will be taken to websites we do not control. This policy does not apply to the privacy practices of those websites. Read the privacy policy of other websites carefully.

We only keep your information for as long as required to provide you with the services you request, for the purposes outlined in this policy and for any legal purposes for which we are obliged to keep the information. For example, we retain certain purchase information for accounting and tax purposes even after you have deleted your account. Our retention rules are dependent on whether the information is necessary to provide the product or service, what consents have been provided around the use of personal information and what statutory, contractual, or other legal obligations do we have to retain personal information.

We will securely delete your information when it is no longer required for these purposes, in line with our company policies.

### **Transfers of your personal information**



As a part of a global group of companies headquartered in the United States, we sometimes need to transfer your information outside of your country of residency. This occurs where:

- We rely on shared services provided by the Live Nation group of companies, some of which may be located outside of the country where you are resident. For example, our global platform is designed and maintained primarily from the United States and the United Kingdom.
- When world-class acts are touring, in order to provide you a seamless experience, your information may be transferred internationally if that is not based in your country of residence.
- We use global service providers, such as the ones described above.

When transferring information, there are strict rules in place to ensure your information is still protected to the highest standard. Where we do this, we will ensure that appropriate safeguards are put in place. Where your information is transferred outside of your local market, we use contractual measures and internal mechanisms requiring the recipient to comply with privacy standards of the exporter. We will use contractual clauses, such as the Standard Contractual Clauses approved by the European Commission and other Regulatory Bodies where applicable.

For more information, or to get a copy of the relevant documentation please contact us at [hello@kicksentertainment.com.au](mailto:hello@kicksentertainment.com.au).

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There's also your local Supervisory Authority where you have one, although we encourage you to try and let us help you first.

From time to time we may change our privacy practices. We will notify you of any material changes to this policy as may be required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

**Last updated:** 15 April 2025

## **CONTACT US**

We have a global privacy team in information security and privacy that ensure end-to-end protection of your personal information throughout the information lifecycle. If you have any questions about the above, or our approach to privacy, our dedicated Privacy Office, including our Group Data Protection Officer, Alex Bryant, is here to help. [hello@kicksentertainment.com.au](mailto:hello@kicksentertainment.com.au)