

The collection of patron contact information (including name, email address and postcode) is incredibly important to our artists, it is completely legal for the customer's information to be passed onto us for the purpose of direct marketing providing an opt out procedure is present (which is it in every communication we send out) and that the customer has consented to direct marketing at point of purchase. All of this is outlined by the OAIC in APP7 – Direct Marketing, specifically APP 7.2 and APP 7.3 – both of which can be found at the following link: <https://www.oaic.gov.au/agencies-and-organisations/app-guidelines/chapter-7-app-7-direct-marketing>

Live Performance Australia state that *“customers should always be given the option of being contacted again in the future – by the venue/ticketing company and the event owner/producer”* it is completely possible to do so under the APPs when consent has been sought. (http://liveperformance.com.au/questions_consider)

In relation to information about an individual which is either collected by a third party (i.e. the venue and/or ticketing outlet) organization may disclose personal information for the purpose of direct marketing if:

- The individual has consented to the use or disclosure for this purpose (or it is impracticable to seek this consent)
- The organisation has provided a simple means by which the individual can opt out of direct marketing and the individual has not opted out, and
- In each direct marketing communication, the organisation must include a prominent statement telling the individual that he or she may request to no longer receive direct marketing, and no request is made.

Going forward, we would like to please be receiving this data at the conclusion of each event we produce at your venue. In order to legally obtain the customer's consent the opt in box for marketing simply needs to state:

Please check this box if you would like to receive information about upcoming events and special offers from the venue/ticketing company and the event promoters.