

Privacy Policy: *Sugarman - The Rodriguez Story*
Operated by Saxon Crown Pty Ltd (ABN 22 611 317 330)
Effective Date: 1 May 2025

Saxon Crown Pty Ltd ("we", "us", "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and store your information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

By purchasing tickets or engaging with our event (*Sugarman – The Rodriguez Story*), you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

1. Information We Collect

We may collect personal information from you, including:

- Name
- Email address
- Phone number
- Postal address
- Ticket purchase and attendance details
- Communication preferences
- Any other information you voluntarily provide (e.g., in surveys or promotions)

We may also receive information from authorised ticketing partners (such as Ticketmaster), where you have provided consent for them to share it with us.

2. How We Collect Information

We collect personal information when you:

- Purchase tickets through Ticketmaster or another authorised provider
- Opt in to receive updates, promotions, or marketing materials from us
- Communicate with us by email, phone, social media, or our website
- Participate in promotions, competitions, or feedback surveys

Some information may be collected automatically (e.g., website usage statistics) via cookies or similar technologies when you interact with our digital platforms.

3. Use of Information

We use your personal information to:

- Process your ticket purchases and manage attendance
- Communicate essential event information (such as rescheduling or venue changes)
- Provide customer support and respond to enquiries
- Send marketing communications (if you have opted in)
- Analyse audience engagement and improve our offerings
- Comply with legal or regulatory obligations

We may combine data collected from different sources to enhance your experience or personalise our communication with you.

4. Sharing and Disclosure

We may share your personal information with:

- Event partners, venues, and service providers (e.g., email distribution services, IT support)
- Authorities or regulators when required by law
- Other parties in connection with business transactions (e.g., sale or restructure of our business)

We do *not* sell or rent your personal information to third parties.

5. Data Storage and Security

We take reasonable steps to protect your personal information from misuse, interference, and unauthorised access or disclosure. Personal information is stored securely, and only authorised personnel are granted access.

6. Data Retention

We retain personal information only as long as necessary to fulfil the purposes outlined in this policy, unless a longer retention period is required by law. When information is no longer needed, we securely destroy or de-identify it.

7. Your Rights

You may request access to, or correction of, the personal information we hold about you. To exercise these rights or to make a privacy-related complaint, please contact us using the details below.

8. Children's Privacy

Our services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children without appropriate parental or guardian consent.

9. Marketing and Opt-Out

If you opt in to receive marketing from us, you may unsubscribe at any time using the link in our emails or by contacting us directly.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website or on request, and the effective date will be updated accordingly.

11. Contact Us

Privacy Officer

Saxon Crown Pty Ltd

Email: howie@rodriguezstory.com