

Exmouth Wild Prawn Festival – Privacy Policy

Last updated: December 2025

The Exmouth Wild Prawn Festival (“we”, “our”, “us”) is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, store, use and disclose your information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

By accessing our website (exmouthprawnfestival.com.au), subscribing to our newsletter, or purchasing tickets, you agree to the terms outlined in this Privacy Policy.

1. What Personal Information We Collect

We may collect the following types of personal information:

1.1 Information you provide directly

- Name
- Email address
- Phone number
- Postal address
- Billing and payment information (processed securely by our third-party payment providers)
- Ticketing details and transaction history
- Any information submitted through contact forms or enquiries

1.2 Information collected automatically

When you visit our website, we may collect:

- IP address
- Device type and browser information
- Pages viewed and browsing behaviour
- Cookies and analytics data

1.3 Information from third parties

We may receive personal information from:

- Ticketing platforms
- Email marketing software
- Website and analytics services (e.g., Google Analytics)
- Social media platforms when you interact with our content

2. How We Use Your Information

We use your personal information for purposes including:

2.1 Festival operations & communication

- Processing and managing ticket purchases
- Sending your ticket confirmations and event updates
- Responding to enquiries and providing customer support

2.2 Marketing & promotional purposes

By subscribing to our newsletter or purchasing tickets, you agree that we may use your information to:

- Send festival news, updates and announcements
- Promote current and future Exmouth Wild Prawn Festival events
- Share relevant offers from official festival partners or sponsors
- Provide tailored advertising and marketing (including via social media or digital advertising platforms)

You can opt out of marketing at any time using the “unsubscribe” link in emails or by contacting us.

2.3 Website improvement & analytics

We may use data to:

- Improve website functionality and user experience
- Analyse festival engagement and ticketing trends
- Monitor security and detect violations

3. How We Store and Protect Your Information

We take reasonable steps to protect your personal information from:

- Loss or theft
- Unauthorised access
- Disclosure
- Modification
- Misuse

Data is stored using secure systems, encrypted payment gateways, and reputable third-party service providers who adhere to strict privacy and security standards.

4. Disclosure of Your Information

We may disclose your personal information to:

- Our approved service providers (e.g., ticketing platforms, email marketing systems, website hosting providers, payment gateways)
- Event partners or sponsors only where relevant and appropriate
- Regulatory bodies if required by law
- Digital marketing platforms (e.g., Meta, Google) for advertising purposes

We do not sell your personal information to external parties.

5. Cookies & Third-Party Tracking

Our website uses cookies and similar technologies to:

- Enhance your browsing experience
- Remember your preferences
- Support analytics and marketing

Third-party services (like Google Analytics or Meta Pixel) may collect anonymous data about your interactions with our website for advertising and reporting purposes.

You may modify your browser settings to disable cookies, although some functions may not work correctly.

6. Email Marketing & Opt-Out

By subscribing to our newsletter or providing your email during ticket purchase, you consent to receiving:

- Event information
- Festival updates
- Marketing content and promotions

You can unsubscribe at any time using the link provided in all email communications.

7. Access, Correction & Your Rights

You have the right to:

- Request access to the personal information we hold about you
- Request corrections or updates
- Request deletion where appropriate
- Withdraw consent for marketing

To make a request, contact us at:
events@exmouthprawnfestival.com.au

We may need to verify your identity before processing your request.

8. Data Retention

We retain personal information only as long as it is reasonably required for:

- Festival operations
- Legal or taxation obligations
- User account or ticketing records

After this period, information is securely deleted or anonymised.

9. Third-Party Links

Our website may contain links to external websites.

We are not responsible for their content, privacy policies or practices.

10. Changes to This Privacy Policy

We may update this policy occasionally. The latest version will always be available on our website with the updated effective date.

11. Contact Us

For any questions, concerns or privacy-related requests, please contact:

events@exmouthprawnfestival.com.au
Exmouth Wild Prawn Festival, Exmouth WA
exmouthprawnfestival.com.au