

BLUEY'S WORLD - PRIVACY POLICY

EXTERNAL · v2 · Effective 12 June 2026

PURPOSE

Bluey's World Brisbane is operated by HVK World Pty Ltd. We handle your personal information openly and in line with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles.

This policy explains how we collect, use, disclose and protect personal information when you visit our website, buy tickets, contact us, join our mailing list, or visit the venue. It is the customer-facing summary of our broader Privacy and Data-Handling Policy, which governs all personal information we handle across our operations.

INFORMATION WE COLLECT

We collect personal information that is reasonably necessary for our activities. Depending on how you interact with us, this may include:

- Your title, name, email address, postal address and other contact details;
- Booking and transaction details when you purchase tickets;
- The content of enquiries, feedback or complaints you send us;
- Information you give us to help us provide accessible or special-assistance services; and
- Images or footage if you are captured by venue cameras or venue photography (see CCTV and Venue Media below).

We do not proactively collect sensitive information (such as racial or ethnic origin, religious or political beliefs, or sexual orientation). Where you give us health-related information (for example to arrange first aid or accessibility support), we collect it only with your consent or where the law otherwise permits, and use it only for that purpose.

HOW WE COLLECT YOUR INFORMATION

We collect personal information directly from you when you contact us, buy tickets, sign up to our mailing list, or interact with us at the venue. We also collect some information automatically when you use our website, such as your device and browsing information (see Cookies and Advertising), and we receive your booking details from Ticketek when you purchase a ticket.

HOW WE USE YOUR INFORMATION

We use your personal information to:

- Process and manage your ticket purchase and entry to the venue;
- Respond to your enquiries, feedback and complaints, and provide customer support;
- Send you updates, promotions, surveys and news about Bluey's World, where you have signed up to receive them;
- Provide accessibility and special-assistance services you have asked for; and
- Operate, secure and improve the venue and our website.

You can unsubscribe from our marketing emails at any time using the unsubscribe link in the email, and we will action your request as soon as practicable.

CHILDREN'S PRIVACY

Bluey's World welcomes families. Where you give us personal information about a child in your care, we use it only for the purpose you provided it (for example a ticket booking, an accessibility request or event information). We do not use children's personal information for direct marketing, and we do not knowingly collect it from children directly without the involvement of a parent or guardian.

Our website advertising (see Cookies and Advertising) is directed at the adult ticket-buyer, not at children. Because it is based on that adult's browsing, the resulting ads may appear on platforms that young people also use.

DISCLOSURE OF YOUR INFORMATION

We do not sell, rent or trade your personal information for commercial benefit. We do share it with the service providers below to run our operations, and with Ticketek to process your ticket purchase (see Ticketing).

We may share your personal information with:

- **Service providers** who help us run our operations, such as ticketing, email and mailing platforms, payment processors and website hosting, only to the extent they need the information to provide their service to us;
- **Analytics and advertising providers**, such as Google, Meta, TikTok and Pinterest, who use cookies and online identifiers to measure how our site is used and to show you relevant advertising (see Cookies and Advertising below);
- **Authorities**, where we are required or authorised to do so by law; and
- **Emergency and child-safety services**, where necessary to respond to a safety incident.

Ticketing

Tickets to Bluey's World are sold through Ticketek. When you buy a ticket, your purchase is handled by Ticketek and is also subject to **Ticketek's own Privacy Policy and Collection Statement**, which govern the information Ticketek collects to process your booking. We receive booking and transaction details from Ticketek to manage your attendance and provide support.

Overseas Disclosure

Some of our service providers, including our ticketing, analytics, advertising and technology providers, may store or process your personal information overseas, and the countries involved may change from time to time. Where your booking is handled by our ticketing provider, any overseas disclosure is dealt with under Ticketek's own Privacy Policy and Collection Statement. Where we are responsible for personal information that is handled overseas, we take reasonable steps to see that it is protected in line with the Australian Privacy Principles, though it may not receive the same protection as it would in Australia.

CCTV AND VENUE MEDIA

The venue operates CCTV across public and operational areas for safety, security and incident review. Signage at the venue notifies you where CCTV operates and explains how footage is handled. In brief, we use footage to support safety, security and incident response, keep it only as long as needed, and disclose it only where necessary or where the law requires.

We may also photograph or film at the venue for marketing and brand purposes. Where we use images in which individuals are identifiable, we do so within the scope of any consent given. If you have a concern about an image, please contact us.

COOKIES AND ADVERTISING

Our website uses cookies (small text files placed on your device) to help the site work, remember your browser between visits, support online transactions, and understand how the site is used. A cookie notice is shown on our website.

We also use analytics and advertising, including remarketing, provided by third parties such as Google, Meta, TikTok and Pinterest. These providers use cookies and online identifiers to measure how our site is used and to show you relevant advertisements on other websites and apps, based on your past visits. You can manage or disable cookies through your browser settings (though some features of the website may not work as a result), and you can opt out of personalised advertising through each provider's ad settings or through industry tools such as youronlinechoices.com.au.

AUTOMATED DECISIONS

We and our providers use automated systems to process personal information. Our advertising and analytics providers (such as Google, Meta, TikTok and Pinterest) use cookies and online identifiers, together with your browsing history, to decide which advertisements to show you. Our ticketing provider uses automated systems to manage bookings and entry, and to analyse trends.

Where an automated system makes, or substantially helps make, a decision that has a significant effect on you, you can ask us to explain how the decision was made and to have it reviewed by a person. To do this, contact us at info@blueysworld.com.au.

SECURITY OF YOUR INFORMATION

We take reasonable technical and organisational steps to protect personal information from misuse, interference, loss, and unauthorised access, modification or disclosure. We restrict access to those who need it to do their work.

If we become aware of a data breach involving your personal information that is likely to cause serious harm, we will notify you and the Office of the Australian Information Commissioner, as required under the Notifiable Data Breaches scheme.

HOW LONG WE KEEP YOUR INFORMATION

We keep personal information only for as long as we need it for the purpose we collected it, or as the law requires, and then destroy or de-identify it. Our retention periods for each type of information are set out in our internal Data Retention and Destruction Schedule.

ACCESSING AND CORRECTING YOUR INFORMATION

You can ask us for access to the personal information we hold about you, and ask us to correct it if it is inaccurate, out of date or incomplete. We will respond within a reasonable time, usually within 30 days where practicable, and may need to verify your identity first. There are some situations where the law allows us to decline access, in which case we will explain why.

LINKS TO OTHER WEBSITES

Our website may link to websites we do not operate, including Ticketek. We are not responsible for the privacy practices of other websites. Please review their privacy policies before using them.

CHANGES TO THIS POLICY

We may update this policy from time to time. The current version is always the one published on our website. We encourage you to review it periodically.

CONTACT US AND COMPLAINTS

If you have a question, an access or correction request, or a complaint about how we have handled your personal information, please contact us at info@blueysworld.com.au.

We will acknowledge your complaint within 5 business days where practicable, and aim to respond within 30 days. If you are not satisfied with our response, you can contact the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au or on 1300 363 424.

RELATED DOCUMENTS

- [Bluey's World - Privacy Collection Statement](#)
- [Bluey's World - CCTV Privacy Notice](#)