

# Men's Rugby World Cup Australia 2027

## Ticket Website Privacy Statement

### 1. Introduction

This Privacy Statement has been developed to illustrate the commitment of Rugby World Cup (Australia) Pty Ltd to the protection of the privacy and personal information of individuals who visit and interact with the official Ticket Website of the Rugby World Cup Australia 2027 (“**RWC27**”) and/or purchase RWC27 Superfan Passes, RWC27 tickets / ticketed products and/or attend at RWC27.

This Privacy Statement applies to the processing of personal information collected via or in relation to the following:

- The official RWC27 Ticket Website, currently located at [tickets.rugbyworldcup.com](https://tickets.rugbyworldcup.com), or via such other URL as may be updated or notified from time to time (the “**Website**”)
- A ticket account created by an individual for the purpose of purchasing Superfan Passes or tickets / ticketed products (“**Ticket Account**”). Individuals are required to create a Ticket Account to be able to purchase tickets / products via the Website
- The RWC Customer Service Team and physical RWC27 Venue Ticket offices
- Submission of emails, forms and enquiries (including surveys, questionnaires and applications) via email, telephone or post in relation to the Superfan Pass or tickets/ticketed products
- Receipt and/or use of Superfan Passes, RWC27 tickets or ticketed products;
- Where tickets/ticketed products are purchased or received from an official authorised third party, the third party will send us certain personal information to enable the allocation of seats, fulfilment of tickets/ticketed products, ticket programme improvement and the communication of RWC27 information
- From such other sources where RWC27 tickets/ticketed products information has been submitted outside of the Website or via such other third party or data collection mechanism (including group bookings) and received by us

Please note that for any personal information collected or processed via cookies or other tracking technologies via the Website, we have developed a separate [Cookies Policy](#).

This Privacy Statement may be supplemented with additional information about the processing of personal information for specific applications, activities or services made available via the Website. You are encouraged to review such additional information.

### 2. Purpose of this Privacy Statement

The purpose of this Privacy Statement is to provide individuals with a clear understanding of:

- the types and categories of your personal information that we collect;
- why we collect your personal information and where we collect it from;
- how and why we use your personal information;
- who we may share or disclose your personal information with and why;
- how we protect your data protection rights;
- how you can obtain further information on our use of your personal information;
- other details relevant to how we give effect to the privacy of individuals.

### 3. Data Controller

When we refer to “us” or “we” or “our”, we are referring to Rugby World Cup (Australia) Pty Ltd, the local operating company authorised by World Rugby Events DAC to organise and operate RWC27 (“LOC27”).

However, this Privacy Statement also refers to circumstances where LOC27 and World Rugby (defined below) are processing data jointly as joint data controllers. World Rugby includes World Rugby Events DAC, the owner of the commercial rights to RWC27, and other World Rugby group companies as outlined further below in this Privacy Statement (“**World Rugby**”).

For further information on the above joint controllership, please see Section 11 (Joint Controllership) of this Privacy Statement.

### 4. How This Privacy Statement Applies To You

This Privacy Statement is addressed and relevant to individuals in the following categories:

- **Website visitors:** an individual browsing, using or interacting with the Website even if that individual does not actually create a Ticket Account or purchase any product / ticket;
- **Presale and newsletter subscribers:** individuals who express an interest via the Website or their Ticket Account in receiving information or communications regarding RWC27 and/or updates on ticket / ticketed products releases, ballot applications, etc;
- **Ticket Account holders:** individuals who have created a Ticket Account to purchase, Superfan Passes, tickets / ticketed products via the Website. Individuals are required to create a Ticket Account to be able to purchase products/tickets via the Website;
- **Superfan Pass Holders:** individuals who have purchased a Superfan Pass
- **Ticket / product purchasers:** individuals who have purchased tickets / ticketed products for RWC27 via the Website or via other official/authorised third parties or third party platforms;
- **Ticket / product recipients:** An individual on whose behalf a ticket / product has been purchased. A ticket purchaser may be requested or required to provide personal information of individuals for whom they are purchasing a ticket. The ticket purchaser must first ensure they have the consent of such individuals to provide their personal information.
- **Resellers and purchasers of resold tickets:** individuals who purchase or sell tickets or ticketed products via any official / authorised RWC27 resale service;
- **Physical sales at Venue Ticket Offices:** individuals who purchase tickets / ticketed products from or interact with physical ticket offices, including in or around the RWC27 venues;
- **Third party ticket purchases:** If an individual purchases tickets / ticketed products via a third party (e.g. a partner hospitality, travel or experiential package provider, Ticketmaster), that third party will need to send us relevant information relating to the individual’s purchase to enable us to service, administer and fulfil the ticket / product purchase and related services;
- **RWC27 attendees:** individuals who use a ticket / ticketed product to access or attend RWC27 – including any RWC27 venue or match;
- **Customer Service Queries:** individuals who submit queries or feedback regarding their Superfan Pass, tickets or product purchases or otherwise engage with the RWC27 Ticket customer services team.

### 5. Types of Personal Information Collected and How We Use It

#### Creation of Ticket Account

In order to purchase a Superfan Pass or tickets / ticketed products for RWC27 via the Website, individuals are required to create and use a Ticket Account.

In the process of creating a Ticket Account, we will collect the personal data that you provide when you register for and sign into your Ticket Account. The following personal information will generally be required from you for the purposes of creating your Ticket Account:

- First & Second Name
- Email address
- Account password
- Address and location details
- Phone Number
- Date of birth
- Gender
- Marketing permissions, tickbox records and consents (including for commercial partners)
- Fan/user preferences (e.g. favourite team) and other personal preferences you may provide

By requesting the above information during the initial account creation process, this enables us to provide a more efficient and seamless customer journey for Ticket Account holders. When Ticket Account holders then proceed to purchase tickets and/or products via their Ticket Account, certain of the above information will already be pre-populated at the point of your purchase. Ticket Account holders can edit or update their profile information at any time via their Ticket Account management page.

We may also collect certain automatically generated electronic network activity information, such as Internet Protocol (IP) Address, device type or mobile carrier, browser type or operating system, etc. This information may be used to deliver tailored advertising to you. Such information will be collected via cookies or similar technologies as outlined in the [Cookies Policy](#).

### Using the Ticket Account

Once created, you can use your Ticket Account to avail of the various services and functionalities made available to you via the Website. We use the personal information collected from or provided by you in relation to your Ticket Account for various reasons, including, to process your orders for tickets, products and services, to fulfil and deliver those tickets, services and products to you, to enable your access to RWC27 venues and RWC27 matches in accordance with ticketing and entry conditions, security protocols and health and safety requirements, to record sales transactions in accordance with good business practice. World Rugby will also use such personal information to analyse ticket sales, purchase trends, Ticket account holder (fan) engagement and RWC27 demand data in order to support and enhance the overall success of the RWC27 ticket programme and tournament.

The following information will generally be collected from you or processed in relation to the use of your Ticket Account, including the purchase and use of tickets, products or services via your Ticket Account and/or your attendance at RWC27:

- First names
- Second names
- Email addresses
- Title
- Gender
- Home address
- Billing details
- Phone number
- Date of birth
- Country/location details
- Ballot application and real-time sales information you submit
- Preferred rugby unions / rugby team supported

- Marketing permissions, tickbox records and consents (including for commercial partners)
- Administrative billing/invoicing information (including billing/shipping address)
- Accessibility information/requirements (including potentially medical information)
- Feedback and customer support queries (written and oral)
- KYC (personal due diligence) information (including for ticket reselling)
- Fan/user preferences
- CCTV footage, images and photos from RWC27 match attendance
- Match access control information/venue attendance records

We may also collect certain automatically generated electronic network activity information, such as Internet Protocol (IP) Address, device type or mobile carrier, browser type or operating system, etc. This information may be used to deliver tailored advertising to you. Such information will be collected via cookies or similar technologies as outlined in our [Cookies Policy](#).

## Uses of your Personal Information

Further to the above section and more specifically, the following outlines the categories and types of personal data we collect from you (or you provide) and process together with the specific reasons/purposes for why we collect such personal data and how we use it:

- **Purchase/sale, servicing and fulfilment of tickets, ticketed products and Superfan Passes:** Where you have purchased, requested to purchase or received a Superfan Pass or tickets/ticketed products for RWC27, we will collect personal information about you such as your identification data, contact details, address details, requests for additional accessibility requirements (including amenity seats), purchase/order-related data (customer IDs, order IDs), special seat location requests, Ticket Account updates, purchase history, details of payment method used, ticket and seat allocation and any information you may submit relating to your attendance at RWC27. Our legal basis for collecting and processing such information is to perform a contract we have with you for the sale and fulfilment of the services and products purchased by (or for) you. In this regard, we may also collect and process your personal information for purposes related to:
  - Your entry into ballots, ticket draws and real time sales
  - Processing of ticket refunds and/or ticket resales
  - Facilitating the delivery of or access to tickets
  - Providing updates, communications or notifications, including in relation to ticket on-sale dates, transactions, the servicing and fulfilment of Superfan Passes and tickets/products purchased (e.g. attendance preparation information, ticket download instructions, transport options, etc)
  - Billing and invoicing requirements related to your tickets
  - Tracking your purchasing journey (to fulfil the ticket contract)
  - Enable you to track your own purchasing history to comply with our financial and legal obligations and where we and World Rugby have a legitimate interest to better understand your purchases/transactions and to maintain and improve the accuracy of the information held about you.
- **Refunds and Resales:** We will process the personal information you have already provided to us for the purposes of processing refunds back to you (if relevant). For reselling of tickets (if made available via the Website), as we may be transmitting money to you, we may need to collect additional information such as a valid ID or other customer due diligence requirements. We may also collect information from you when you use our services as a ticket reseller, including additional identification data such as tax identification numbers, in order to comply with our legal obligations.
- **Access to RWC27:** To ensure we can grant you successful access to the tournament, venues and matches at RWC27. This may include us or World Rugby using your data to provide you with relevant information such as operational updates (including in relation to access information, ticket collection information, seat changes and fixture changes) relating to match days and other events. The legal basis for processing your personal information in this

way is to fulfil contractual obligations relating to your service or product purchases. This may also involve the collection of accessibility information when you purchase a RWC27 Superfan Pass, ticket or ticketed products in accordance with contractual obligations and legal obligations relating to health and safety at venues and equality provision. We will also record your attendance at RWC27 matches (via ticket scanning at point of entry) to comply with our legal obligation to ensure and protect the health, security and safety of individuals and crowds at venues and to prevent fraud.

- **Ticket office purchases:** If you purchase tickets/products in or around a RWC27 match venue, the RWC27 Customer Services Team may need to create or update your Ticket Account and administer tickets and receipts/invoices at the physical onsite location in order to fulfil the contract with you. Personal data collected and used in these circumstances shall be processed in accordance with this Privacy Statement.
- **Third party purchases:** If an individual purchases tickets, services or products via a third party, that third party will provide us with relevant information relating to the individual's purchase to enable us to service, administer and manage the ticket / product fulfilment process. This may include your contact details and billing address and related information necessary to ensure you can avail of and use the tickets or products. For example, we may receive your personal information from RWCE ( official RWC27 hospitality, travel and experiential provider) or Ticketmaster (RWC27 ticket service provider and partner) - see below in this Privacy Statement for further details on both). Personal information received by us in such circumstances will be processed in accordance with this Privacy Statement.
- **Third party fulfilment:** If you have bought any products or services from us or via the Website, and all or part of which is to be fulfilled by a third party (e.g. parking, travel, insurance, merchandise) we may need to share your personal information with that third party to ensure we can fulfil our contractual commitment to you (legal basis).
- **Customer Care Services.** When you contact the RWC Customer Services teams with a query or provide them with feedback, your personal information will be processed to provide support related to your query, to improve the customer care services for RWC27 and your interactions and engagement will be retained for evidentiary purposes. Our legal basis for this processing will be in our legitimate interest to ensure our customers are satisfied with our events or products.
- **Donations:** We may need to process your personal information (including name, email address, ticket purchase IDs, home address) in order to manage and administer any charitable donations that you might submit in connection with a purchase. Our legal basis for doing so will be to fulfil the contract with you in relation to your donation to the relevant charity.
- **Fraud and Cyber Security:** We and World Rugby need to process your personal information in order to monitor, review and assess the Website and the RWC27 ticketing programme in general, from the perspective of data security, fraud and cybersecurity. Our legal basis for doing so is the legal obligation and legitimate interest in protecting your personal information, the Website, RWC27 and match venues against fraud, including in relation to tickets, counterfeiting, credit cards and payment fraud.
- **Marketing communications (emails):** World Rugby needs to process your personal information in order to send you marketing information and content. Where consent is required, World Rugby will only engage in marketing communications where you have consented (legal basis). For further information on how your personal information is processed for direct marketing activities, please see Section 8 below entitled "Marketing, Communication and Service".
- **Analytics and Preferences:** World Rugby will process your personal information for the purposes of reviewing and analysing Ticket Account holder data and Website traffic analytics and statistics and when seeking to improve the operation and efficiency of the Website. This enables World Rugby to gain insights into how to increase the overall success of the Website, the functionality and performance of the ticket accounts, ticket sales optimisation and the RWC27 tournament in general. The legal basis for engaging in such activities is World Rugby's legitimate interest in ensuring the ultimate success of RWC27 as a commercial event as well as ensuring the best possible experience for fans and ticket

holders. For further information regarding how World Rugby uses analytics, preferences and statistics, please see below Section 9 entitled “Improving Interactions With You”.

- **Voice, Image, Likeness:** Your voice, image and likeness may be included in any recordings of sound or images taken in or around a RWC venue and such recordings may be used for the purposes of promoting and publicising the relevant match or the RWC27 tournament in general. The processing of your personal data in this manner is on the basis of World Rugby’s and LOC27’s legitimate interests in promoting and publicising RWC27, which you acknowledge is a live and public event. Such use of your voice, image and likeness is also a condition (contractual) of the RWC27 ticket terms and conditions that you agree to when purchasing your ticket.
- **Cookies and Tracking Technology:** The Website uses Cookies and other tracking technologies. Cookies enable World Rugby to understand how you interact with the Website. Cookies also help World Rugby to provide you with the very best experience when you use the Website and help World Rugby to make improvements, including in relation to fan experience, customer journey and performance, to the Website. Cookies also enable World Rugby (and its advertising partners) to send you targeted advertising tailored to your interests. In using cookies, World Rugby may process your personal information provided you have provided your consent (where consent is required), which shall be the legal basis. For more details on the use of Cookies in relation to the Website, please consult the Section below entitled “Cookies” and “Improving Interactions With You”.

## 6. Disclosure and Sharing of your Personal Information

We and World Rugby will need to share or provide access to your personal information with carefully selected third parties in the following circumstances:

- third party service or functionality providers acting on our or World Rugby’s behalf and instructions, including technical IT services providers to provide maintenance, administrative or technical support for relevant systems and platforms, including the Website. This will include:
  - software publishers and hosts;
  - IT platform development services;
  - hosting services;
  - customer relationship management platforms (CRM), cookies management platforms (CMP) and other such data management platforms;
  - communication and advertising services and applications (including service emails, marketing newsletters, push notifications, advertisement providers/exchanges);
  - analytics and measurement software/platforms.

The above service providers are not authorised to use or disclose personal information except as necessary to perform services on behalf of LOC27 or World Rugby or to comply with legal requirements.

- We use a third party ticket service provider, Ticketmaster, to provide, operate and maintain the RWC27 ticket sales system (including the system for sale of Superfan Passes, entry into ticket ballots, real-time sales and other services/functionalities made available via the Website from time to time) as well as certain of the RWC27 customer service requirements. Such services may be provided by Ticketmaster Sport Limited and/or Ticketmaster Australasia Pty Ltd. RWC27 tickets and products may also be purchased via the Ticketmaster platform/App. For further information regarding how we work with Ticketmaster, please see section directly below entitled “Ticketmaster – Processing and Sharing of Personal Data”.
- Payment platforms, who provide the infrastructure to process payments will receive and have access to your personal information as data controllers. When making a payment

online for tickets, Superfan Pass, ticketed products or otherwise via the Website, such payments will be processed by an online payments processing provider, [Adyen](#).

- Marketing and analytics providers and platforms for the purposes of providing support with data analytics, marketing newsletters and communications, marketing integrations and advertising activities;
- Where you have purchased a ticket/ticketed product for a particular RWC27 venue or match, we may need to share your personal information with that venue, where necessary, to enable the venue to understand security requirements, demographics, health and safety needs, enable venue access, operational requirements, control fan access and to successfully operate the venue during the relevant match;
- Where you have purchased a product or ticketed product via the Website, in certain cases, such product or ticketed product (or part thereof) may be offered or sold by a third party via the Website (or example, RWCE – see below). In such circumstances, we will need to share your personal information relating to your purchase with such third party to ensure they can fulfil the contract and your purchase. You are encouraged to read in advance the terms and conditions of any such third party products/ticketed products purchased via the Website as well as the privacy statements of such third party.
- The official hospitality, travel and experiential provider for RWC 2027 is Sports Travel and Hospitality Australia Pty Limited trading as Rugby World Cup Experiences (“**RWCE**”). We will have a requirement to share your personal information with RWCE to the extent it is required to ensure RWCE can fulfil the purchase of a service or product by you. For the avoidance of any doubt, any information that we share with RWCE, you submit to, or is collected by, RWCE directly via the RWCE website or otherwise, shall be under the responsibility of RWCE as a data controller, in accordance with RWCE’s [Privacy Policy](#).
- The following entities or associations within the World Rugby group of companies, who may support or provide services (including shared services) including operations, marketing, analytics, reporting, platform and IT/technical support in relation to RWC27, including the Website and the RWC27 ticketing programme. For example, LOC27 will share Ticket Account holder data with the below World Rugby entities to enable such entities to perform marketing and fan data analytics, review and monitor the commercial and technical performance of the Website, optimise and improve fan data activities and offerings. World Rugby will also host certain of the centralised IT systems (and the data within) used by the LOC27, including the official RWC27 App (if made available) – which may require the receipt and integration of Ticket Account holder data to facilitate the delivery, servicing or fulfilment of tickets/ticketed products to Ticket Account holders. Such World Rugby entities may include:
  - World Rugby;
  - World Rugby Events DAC;
  - World Rugby Tournaments Limited;
  - World Rugby Limited;
- Commercial partners of World Rugby, LOC27 and/or RWC27 - provided you have agreed to receive marketing communications directly from such partner(s). In such circumstances, your personal information will be processed in accordance with the privacy statement of the relevant commercial partner, which you are encouraged to consult;
- Rugby Australia - in relation to marketing opt-in data only in circumstances where you have consented to receive marketing communications from Rugby Australia. In such circumstances, your personal information will be processed in accordance with Rugby Australia’s [Privacy Policy](#);
- World Rugby may share certain de-identified personal information (email, age, location) with our partner advertising platforms (Meta, Google, etc) to support with targeted marketing to custom and lookalike audiences, including via social media accounts and other World Rugby platforms. These platforms will not receive your identifiable information, but a representation of your information;
- Where we need to share your personal data with a third party to provide a product or service you have requested;
- We may also share your personal information with third parties:



- when required by law or in response to legal process;
- in response to a request from law enforcement relating to a criminal investigation;
- to protect our rights, privacy, safety or property, or that of the public;
- to analyse our data, conduct mobile analytics services or to maintain and improve our services (subject to confidentiality agreements as appropriate);
- to permit us to pursue available remedies or limit damage that we may sustain;
- if the rights or safety of another individual might be violated or in threat; and
- where you otherwise consent to us doing so.
- Where relevant and necessary, we may share your personal information with a Member Union or Regional Association or tournament organiser in connection with combined regulatory activities undertaken by us and such other organisation.

## **Ticketmaster – Processing and Sharing of Personal Data**

You may be able to purchase RWC27 tickets/ticketed products via the Website or via Ticketmaster's third party platform (e.g. [www.ticketmaster.com.au](http://www.ticketmaster.com.au)) or Ticketmaster App from time to time. Whether you purchase a ticket (or ticketed product) via the Website or via the Ticketmaster platform/App, it will be necessary for you to have or create a Ticketmaster account in order to ultimately receive, download and use your RWC27 tickets/ticketed products.

To enable the delivery of your ticket/ticketed products to you, it will be necessary for us to share your personal data, including contact and billing details, with Ticketmaster to enable the fulfilment of your ticket/ticketed product. However, we will only share your personal data to the extent it is required by Ticketmaster to enable the fulfilment and delivery of your purchase.

Please note: Ticketmaster will be the data controller of (a) any personal information you submit to Ticketmaster through their website or app; and (b) any personal information that we share with Ticketmaster to fulfil your purchase (as outlined above). For further information regarding how Ticketmaster will process your personal information, please visit the [Ticketmaster Privacy Policy](#).

## **7. Cookies**

The Website uses cookies. Cookies are small text files placed on your computer or device when you are browsing the Website. Cookies enable World Rugby to understand how you interact with the Website and to provide tailored advertising to you. Cookies also help World Rugby to provide you with the very best experience when you use the Website and help World Rugby to make improvements, including in relation to fan experience, customer journey and performance, to the Website.

You can accept, reject or manage cookies by clicking on the initial Cookies Pop-Up on the relevant page you are visiting or, if already accepted or rejected by you, via the Cookies Preferences/Management Platform via the link in the footer at the bottom of each page of the Website.

For detailed information on the Cookies that are used on the Website and the reasons for why they are used, we advise and encourage you to consult our [Cookies Policy](#).

## **8. Marketing, Communications and Service**

### **Direct Marketing from World Rugby**

In order for World Rugby to send you marketing communications and newsletters, we will ask for your preferences and consents to enable World Rugby to send general marketing information directly to you. This may include RWC27 and non-RWC27 service/product related news items,



announcements, information about upcoming events and tournaments, offers, volunteering and/or information about commercial partners. The lawful basis for sending such marketing information to you is your consent.

Where you opt in via the Website to receive marketing communications from World Rugby for such communications, World Rugby will process your personal data in its capacity as an independent controller. In this regard, you are encouraged to review the World Rugby [Privacy Policy](#).

When World Rugby sends communications to fans that have consented to receive marketing communications, World Rugby may track the click through and email open rates of such communications. This enables World Rugby to understand the performance of email marketing campaigns. You can opt-out of these activities at any time by unsubscribing to marketing communications (see below).

You may withdraw your consent to receiving marketing communications from World Rugby at any time via your account management page and also within each communication from World Rugby.

### **Direct Marketing from Commercial Partners/Third Parties**

Where you opt in via the Website to receive marketing communications from commercial partners or other third parties, the applicable commercial partner will process your personal data in its capacity as an independent controller. You are encouraged to review the privacy statement of the relevant commercial partner to understand how they will use and process your personal data.

Please note that if you have opted in and consented to receive any information from our associated organisations, third parties or our partners and you wish to unsubscribe from their marketing or communications, you will need to contact those third party organisations directly or use the “Unsubscribe” option available to you in their communications.

### **Service-Related Communications**

We and World Rugby will use the contact information you have provided to communicate with you about your Ticket Account, the services you have signed up for (i.e. the purchasing of tickets/ticketed products, ticket on-sale periods, release of Superfan Pass Benefits) and in relation to the tickets or products you have purchased (receipts, transaction details, order confirmations, etc). These communications will be integral to your Ticket Account and to the proper functioning of the ticket services and your engagement with your Ticket Account.

Please note that these service-related communications are not marketing communications. The primary purpose of such communications are to provide you with necessary information directly related to your use of the Ticket Account and/or the services and products. Such communications will not include an “unsubscribe” option.

## **9. Improving Interactions With You**

### **Ticket Account Data**

World Rugby may use the personal data that you submit via the Ticket Account, to improve and personalise products and services to enable the provision of an improved and more personalised fan and purchaser experience when engaging with your Ticket Account and the Website, including by showing you and sending you more relevant content, advertisements and marketing communications about World Rugby and RWC27 products, services, tournaments, events, announcements and special offers (including special offers and promotions of commercial partners) via the Website and via third party websites.

On the basis of such information, World Rugby may send you focused and personalised marketing, promotional and information messages from time to time (provided that where consent is required, it has been obtained).

World Rugby analyses personal data that we collect from Website visitors and Ticket Account holders, as outlined above in this Privacy Statement, to identify common characteristics, specific preferences and information that may be relevant to each individual or fan. World Rugby do this by assessing various types of information including Website behaviour, demographic information, geographical information, Ticket Account activity history, age and rugby team preferences. This helps World Rugby to provide you with focused and personalised communications, products and information which are likely to be most important to you.

World Rugby carries out research and analysis on your personal data, to determine the success of campaigns and communications, to better understand behaviour and responses and identify patterns and trends. This also helps inform the strategic and commercial approach and supports the pursuit towards the overall objective of making RWC27 the ultimate fan experience and commercial success. Understanding fans, their interests and what they care about helps World Rugby to provide this improved fan experience.

Where you have agreed to provide your personal information (for example, when creating a Ticket Account or purchasing a product or service via the Website), World Rugby profiles fans (including Ticket Account holders) on the basis of various criteria including their interests, geographic location, purchases, Website/App activity and socioeconomic and age groups. World Rugby may, where certain conditions are met that enable compliance, share some hashed (de-identified) personal information (email, age and location) to its partner advertising platforms (e.g. Meta, Google, etc) for target marketing to custom and lookalike audiences. These platforms will not receive your identifiable information from us, instead they receive a representation of your information (e.g. a string of digits and characters). This ensures you are not directly identifiable. The above is based on World Rugby's legitimate interest to develop and grow its business and inform its marketing strategy.

From time to time, World Rugby may use aggregated, anonymised lifestyle data obtained from third parties to supplement our profiles. This information helps World Rugby to ensure communications are relevant and timely and to offer new products and services that may be of interest to fans (including Ticket Account holders).

#### Cookies and Tracking Technologies

Where you have provided your consent, World Rugby will track your activity on the Website via the use of cookies and similar technologies in accordance with the [Cookies Policy](#). The Website will provide you with an option to accept/consent or reject to the use of cookies via the Cookies Pop-Up and via the Cookies Preferences tool (which is contained in the footer at the bottom of each page of the Website). World Rugby uses a technology platform called Bloomreach to collect and manage the data gathered via cookies in one place for its internal analysis and to help generate insights. For more information please see the **Cookies Policy** (see link above).

In particular, World Rugby will collect information about your interaction with the Website, its applications, services and functionalities. This may include information about your computer and, where available, your IP address, operating system and browser type. World Rugby may perform statistical analysis of user behaviour and characteristics in order to measure interest in and use of the various areas of the Website and to ascertain the number of users that have visited particular web pages. ("statistical data"). In performing statistical analysis, parts of the sites use Google Analytics (a web analytics service provided by Google) to capture and analyse sites statistics. World Rugby do this where you have consented to the use of cookies in accordance with the Cookies Policy (see link above).

World Rugby may do online retargeting. Online retargeting is another form of online advertising that allows World Rugby and its advertising partners to show you advertising based on your browsing patterns and interactions on the Website. World Rugby uses, shares and receives online data collected via cookies and similar technology with our advertising partners. This means that when you are on another website, you may be shown advertising based on your browsing patterns on the Website. World Rugby does this where you have consented to the use of such cookies.

World Rugby also uses data provided by you during your interactions with the Website and Ticket Account to assess its fan population, generate insights and improve users' interactions with the Website. This is done by aggregating your data with that of other fans to generate insights that will enable World Rugby to improve its interactions with you as well as improve services and products. The aggregation is not done on an individual basis or using any information that can directly identify you, such as your name, but does use some demographic information (e.g. gender, age range, address) where such information has been provided to us by you.

In general, World Rugby is relying on its legitimate interest to improve the Website, interactions, its services and the fan experience for RWC27 to aggregate this data and generate insights. You may object to this legitimate interest based processing at any time by emailing your objection to [dataprotection2027@worldrugby.org](mailto:dataprotection2027@worldrugby.org) or contacting World Rugby using the address contact details in the "Contact" section below.

## **10. Protection of Your Personal Information and International Transfers**

We will work to ensure that any personal information that you submit, is collected and/or that is processed, shall be protected from the risks of unauthorized access or disclosure by putting in place appropriate technical and organizational measures, including in accordance with applicable data protection or data privacy laws.

Your personal information may be transferred, accessible or visible to individuals and/or entities located outside of Australia, the UK and/or the European Economic Union (EEA) (as applicable). Countries outside Australia, the UK and the EEA may not provide a level of legal protection for your information as strong as the level of protection provided in Australia, the UK, the EEA or your home country. Where LOC27 or World Rugby transfers your personal data to a recipient based outside of Australia, UK or the EEA (as applicable), we will put in place necessary data transfer arrangements (for example, a data transfer agreement) with the overseas recipient of the information, protecting the information, including in any appropriate standard form approved for this purpose by, for example, the Office of the Australian Information Commissioners Office (OAIC) in Australia, Information Commissioner's Office in UK and where relevant, the European Commission. Please contact us if you would like to see a copy of any of these agreements.

The only exceptions to the above are where personal information is transferred to another jurisdiction which has already been determined by the original jurisdiction to provide an adequate level of protection or where the transfer is legally justified on another basis. For example only, if World Rugby intends to transfer data outside of the EEA and to a country for which an adequacy decision has not been granted by the European Commission, World Rugby will ensure to put in place standard contractual clauses (SCCs) in accordance with applicable requirements provided for by the European Commission.

## **11. Joint Controllership**

LOC27 and World Rugby will be joint controllers for certain processing activities directly related to the administration, management, servicing and fulfilment of tickets and ticketed products for RWC27 (including use of the Website) and the improvement of your overall fan experience and attendance at the RWC27 tournament and matches.

Joint controllers mean that LOC27 and World Rugby have decided together why and how certain of your personal data will be processed to facilitate your engagement with the Website and your attendance and experience at RWC27 as outlined in this Privacy Statement. When organisations act as joint controllers, they must be transparent on the roles and responsibilities of each entity involved.

World Rugby will share certain of its centralised Information Technology (IT) resources with LOC27 to enable access by LOC27 and to facilitate many of the LOC27's activities for RWC27, including World Rugby hosting the official RWC27 App (if made available), and as a result, World Rugby will host certain RWC27 ticket-related data (including personal information) processed by LOC27.

LOC27 will be processing your personal information in order to facilitate, administrate and fulfil the purchase and delivery to you of RWC27 Superfan Passes and tickets / ticketed products and to enable your access to venues and use of such tickets/ticketed products. This will include the management of the Website, delivery and fulfilment of services and tickets/products, resolving complaints, servicing your Ticket Account and your transactions, processing refunds, issuing order confirmations/receipts, accommodating accessibility requirements and answering general queries.

World Rugby will be responsible for processing your personal information to provide support services to LOC27, to provide service information to Ticket Account holders (including notifying you of venue information, event schedules, health and safety information, ticket on-sale periods, etc), to perform analysis/analytics of Ticket sales and Ticket Accounts data, enhancement of the overall fan experience, advertising via the Website and for the purposes of direct marketing (outlined in Section 8 above).

Where one of these entities processes your personal information for any other purpose, other than that which was jointly agreed, that entity will be deemed to be a separate or independent controller. More information on how World Rugby processes personal information and how you can assert your data protection rights to World Rugby can be found in the [World Rugby Privacy Policy](#).

Your data protection rights are not impacted by the existence of this joint controller relationship. You can submit a request regarding your personal information to either of LOC27 or World Rugby and they will work together to satisfy your request. Please see further below in the "Contact Details" section of this Privacy Statement for details on how to make contact with each of these entities in relation to your data protection rights.

## **12. Dissolution of RWC27**

As outlined above in the introduction to this Privacy Statement, the LOC27 has been established for a purpose of operating the Men's Rugby World Cup Australia 2027.

As part of the dissolution or closure process of LOC27 at a point in time after the Men's Rugby World Cup Australia 2027 has ended, certain of your personal information that has been collected and processed by the LOC27 will be transferred to and retained by World Rugby as an independent controller. The reason for this is that World Rugby Events DAC is a shareholder of the LOC27 and will be responsible for ensuring the protection and integrity of your personal information after dissolution or closure of the LOC27. Your personal information shall only be transferred to World Rugby and retained by World Rugby in accordance with applicable data protection laws and World Rugby's data retention practices.

For further information on how World Rugby handles and/or processes your personal information, please refer to the World Rugby [Privacy Policy](#).

### **13. How Long Do We Keep Your Personal Information?**

The duration for which we retain your personal information will differ depending on the type of information and the reason why it was collected from you. We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for or for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we take into account the following criteria and considerations:

- the amount, nature, and sensitivity of the personal data;
- the services you have requested (e.g. purchase of tickets);
- the potential risk of harm from unauthorised use or disclosure of your personal data;
- the purposes for which we process your personal data and whether we can achieve those purposes through other means;
- our contractual obligations and rights in relation to the personal data involved; and
- applicable legal requirements (including prescribed retention periods and statutes of limitations).

Your Ticket Account ensures that you can purchase RWC27 tickets and products and attend at RWC27. It is also a key basis that helps us to determine for how long we will retain your information.

All key activities, interactions, engagements and transactions performed via your Ticket Account will be recorded and retained – for the reasons as outlined throughout this Privacy Statement. As such, we will continue to retain your Ticket Account information for as long as you continue to have, and remain active using, your Ticket Account.

In addition to the criteria and considerations outlined above regarding retention and deletion of personal information, your information and/or Ticket Account will be deleted if:

- you request for your account to be deleted, in which case your account and relevant information will be deleted (provided you haven't purchased a ticket or product or your account and data needs to be retained for such other purpose (e.g. compliance with applicable laws, auditing, etc); or
- your account has been inactive for 3 years; or
- As otherwise required under applicable laws.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

### **14. Right to Withdraw Consent and Performing Contracts**

In various circumstances indicated above in this Privacy Statement, we will process your personal data for the purposes of performing a contract with you (e.g. in relation to your performance or attendance at one of our tournaments or events, or to you accessing features on one of our sites or systems or the purchase of tickets, services or products). Our ability to perform such contracts is dependent on your providing such information. Failure on your part to provide the personal data which we have requested in these circumstances, or seeking to delete or remove such relevant personal data, will result in the contract being rendered impossible (with the potential consequences, for example, that you will not be able to attend a match, venue or event in any capacity, or access a system to which you are seeking access).

If you have given us your consent to process your personal information for a specific reason, you have the right to withdraw your consent at any time. If you do withdraw your consent, it does not mean that any processing, with your consent, of your personal data up to that point is unlawful.

You may delete your Ticket Account at any time by contacting [rwc2027customerservice@rugbyworldcup.com](mailto:rwc2027customerservice@rugbyworldcup.com). If you do delete your profile, your personal data will be removed from our systems and partner systems once the process has completed. However, please see below section entitled “Services or Products you have requested” for important information regarding the deletion of your Ticket Account.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

#### Services or Products you have requested

Please note that we may need to maintain and use information about you in certain circumstances, including to fulfil certain services and/or products that you have previously requested or purchased from us. For example, if you have purchased tickets or ticketed products for RWC27 via your Ticket Account, we will not be able to delete your Ticket Account (and related data) as this would still be required to ensure you can continue to access your tickets and attend the relevant RWC27 match or event.

### **15. Your Rights to Access, Correct, Modify and/or Remove Your Personal Information**

In addition to your right to withdraw consent referenced in the above section entitled “Right to Withdraw Consent and Performing Contracts”, you may also have the following rights:

- the right to receive a copy of and/or access, correct, and/or modify the personal data that we hold about you, together with other information about our processing of that personal data (i.e. you have a right to be informed about our processing of your personal data);
- the right to request that any inaccurate data that is held about you is corrected or rectified, or if we have incomplete information you may request that we update the information such that it is complete and accurate;
- the right to request that we erase your personal data or restrict the processing of your personal data;
- the right to request that we no longer process your personal data for particular purposes,
- the right to object to our use or processing of your personal data or the way in which we process it;
- the right to data portability;
- Right not to be subject to automated decision-making or profiling; You have a right not to be subject to a decision based solely on automated processing or profiling, where such decisions would have a legal effect or significant impact on you. Where we (or one of our third-party processors) use profiling, which produces legal effects for you or otherwise significantly affects you, you will have the right to object to such processing.

Your ability to exercise any of the above rights may be restricted or subject to specific conditions depending on certain circumstances.

If you have any questions about this Privacy Statement, the practices of the Website and or your dealings with the Website, you can contact us at the contact details set out below.

### **16. Contact details**

LOC27 has appointed a Data Protection Officer, Liam McKenna. If you have any queries in relation to this Privacy Statement, or if you would like to contact the LOC27 in relation to your rights, please write to us at Data Protection Officer at Level 6, 201 Elizabeth Street, Sydney, New South Wales



2000, Australia. You can also contact our Data Protection Officer by emailing [dataprotection2027@worldrugby.org](mailto:dataprotection2027@worldrugby.org).

If you have any queries in relation to this Privacy Statement, or if you would like to contact World Rugby in relation to your rights, please write to us at Data Protection Officer, World Rugby House, 8 – 10 Lower Pembroke Street, Dublin 2. You can also contact our Data Protection Officer by emailing [dataprotection@worldrugby.org](mailto:dataprotection@worldrugby.org).

## **17. Complaints**

If you are not happy with the way that LOC27 has used your information or addressed your rights, you have the right to make a complaint to the Office of the Australian Information Commissioner as the LOC27's lead supervisory authority by using the following link - [www.oaic.gov.au/contact-us](http://www.oaic.gov.au/contact-us).

If you are not happy with the way that World Rugby has used your information or addressed your rights, you have the right to make a complaint to the Irish Data Protection Commission as the World Rugby lead supervisory authority by using the following link: <https://forms.dataprotection.ie/contact>.

## **18. Changes to this Privacy Statement**

We reserve the right to change and/or update this Privacy Statement at any time. In such circumstances, we will publish the amended or updated Privacy Statement on the Website. We will also notify relevant data subjects of any material changes that may impact them. We therefore recommend that you check this page periodically in order to review the most updated version(s) of our Privacy Statement and any changes that may have been made to it.

This Privacy Statement was last updated on **5 August, 2025**.