



O REWARDS PRIVACY POLICY

Last Updated: June -2026

1. About this Policy

This Privacy Policy explains how **OSCARS Group** (“we”, “our”, “us”) collects, uses, stores and discloses your personal information.

We operate licensed venues across Australia and the ‘**O Rewards**’ loyalty program, including our mobile application ‘**O Rewards**’ and related digital services.

At Oscars Group, we are committed to protecting your privacy and handling your personal information in accordance with the *Privacy Act 1988* (Cth) (**Privacy Act**) and the Australian Privacy Principles. This Policy applies to personal information collected through:

- our venues
- the O Rewards program
- our websites and mobile applications
- promotions, competitions and events
- interactions with our staff or systems

2. What personal information we collect

We collect personal information that is reasonably necessary to provide our services and operate our business.

- **Identity & Contact Information**
 - Name
 - Email address
 - Phone number
 - Date of birth
- **Membership & Loyalty Information**
 - Membership number and account details
 - Points earned, redeemed and balances
 - Rewards, offers and promotions used
 - Tier status and membership activity
 - Venue visitation and engagement patterns
- **Transaction & Venue Activity**
 - Food and beverage purchases

- Transaction history
- Payment method details (processed securely via third-party providers)
- Booking and reservation details
- **Gaming Activity (where applicable)**
 - Gaming activity linked to your membership account
 - Points earned through gaming (where applicable)
 - Self-exclusion or regulatory status (where required by law)

- **App & Digital Information**

When you use the O Rewards app or our digital platforms, we may collect:

- Device type, operating system and unique device identifiers
- App usage data (features used, screens viewed, interactions)
- Location data (where enabled on your device)
- Push notification engagement
- Digital membership activity, including QR code or wallet pass usage

We may also collect information about how you interact with our app, including features used, offers viewed or activated, and general usage patterns, to improve your experience and personalise content.

- **Verification Information**

We may require identification to verify your age, identity, eligibility, or compliance with legal and regulatory obligations (including gaming and liquor laws).

Identification is sighted at the point of verification and is not recorded or stored unless required by law.

- **Security & Surveillance**

- CCTV footage and incident-related information where required for safety and compliance

- **Sensitive Information**

Some information we collect (such as gaming activity or self-exclusion status) may be considered sensitive under applicable laws. We only collect and use this information where reasonably necessary and permitted by law.

3. How we collect your information

We collect personal information:

- **Directly from you**

- When you sign up to O Rewards
- When you use our app or website
- When you transact or visit our venues
- When you enter promotions or contact us

- **Automatically**

- Through our app, websites and digital systems
- Via cookies, analytics tools and tracking technologies

We may use third-party analytics and advertising tools to understand user behaviour, measure campaign performance, and improve our services.

- **From third parties**

- Loyalty and gaming systems
- Point-of-sale systems
- Booking platforms
- Marketing and communication providers
- Regulatory or identity verification services

4. Why we collect and use your information

We will only collect, use and disclose personal information where it is reasonably necessary for our functions and activities or where required or authorised by law. We may collect, use and disclose your personal information to:

- **Operate O Rewards**

- Create and manage your membership account
- Track points, rewards and activity
- Deliver benefits and program features

- **Personalise your experience**

- Understand your preferences and behaviour
- Provide tailored offers, promotions and content

- **Provide products and services**

- Process transactions and bookings
- Deliver venue and app services

- **Marketing and communications**

- Send offers, promotions and updates
- Provide personalised advertising (where permitted)

- **Improve our business**

- Analyse performance and customer behaviour
- Enhance our venues, services and digital experience

- **Safety, security and compliance**

- Meet legal obligations (including liquor and gaming laws)
- Prevent fraud or misuse
- Manage incidents and investigations

- **Integrated data use**

We may analyse and combine information from your membership account, gaming activity, purchases, and digital interactions to better understand your preferences, personalise offers, and improve our services.

5. Marketing and Communications

We may contact you via:

- Email
- SMS
- Push notifications
- Phone (where applicable)

You can opt out at any time by:

- Using unsubscribe links
- Updating your app notification settings
- Contacting us directly

6. Sharing your personal information

We may share your information with trusted third parties, including:

- **Technology and service providers**
 - Loyalty and gaming platform providers
 - Point-of-sale and transaction systems
 - Mobile app developers and hosting providers
 - Marketing and communication platforms

We engage trusted third-party service providers to support the operation of O Rewards. These providers process personal information on our behalf and are contractually required to protect your information and only use it for authorised purposes.

- **Business and regulatory parties**
 - Related entities within OSCARS Group
 - Professional advisers
 - Government, regulatory or law enforcement bodies (where required)
- **Other parties**
 - Partners or suppliers assisting in delivering promotions or services

We take reasonable steps to ensure third parties handle your personal information securely and in accordance with Australian privacy laws.

7. Data ownership

All personal information and customer data collected through O Rewards remains the property of **OSCARS Group**. We do not sell your personal information to third parties.

8. Overseas disclosure

Some of our service providers may store or process data outside Australia.

Where this occurs, we take reasonable steps to ensure your information is handled securely and in accordance with Australian privacy laws.

9. Data security and storage

We implement appropriate technical and organisational security measures to protect your personal information, including encryption, access controls, monitoring, and other safeguards aligned with recognised industry practices.

We retain personal information only as long as necessary to fulfil our business and legal obligations, after which it is securely deleted or de-identified.

10. Your rights

You have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Opt out of marketing communications
- Request deletion of your personal information

Account deletion

You may request deletion of your O Rewards account via the app (where available), or by contacting us directly at rewards@oscarsgroup.com.au. We may retain certain information where required by law.

11. Cookies and tracking technologies

We use cookies and similar technologies to:

- Improve your experience
- Analyse usage
- Deliver relevant content and advertising

You can control cookie settings through your browser or device.

12. Complaints

If you have concerns about how we handle your personal information, please contact us.

If you are not satisfied, you may contact the Office of the Australian Information Commissioner (OAIC).

13. Contact us

Privacy Team

OSCARS Group

privacy@oscarsgroup.com.au

+612 9550 6655

Level 6/376 Bay St, Brighton-Le-Sands NSW 2216

14. Changes to this Policy

We may update this Privacy Policy from time to time.

The latest version will always be available via our website (rewards.oscarsgroup.com.au) or app.