



Unsure if the new EU privacy laws apply to you?

20 June 2018

Dear Member,

The European Union (EU) recently introduced the General Data Protection Regulation (GDPR) which contains new data and privacy protection requirements, effective since 25 May 2018.

Your organisation is required to abide by the GDPR if you are:

- an Australian business with an **office in the EU**
- an Australian business whose **website targets EU customers**, for example by enabling them to order goods or services in a European language (other than English) or enabling payment in euros
- an Australian business whose **website mentions customers or users in the EU**
- an Australian business that **tracks individuals in the EU on the internet and uses data processing techniques to profile individuals** to analyse and predict personal preferences, behaviours and attitudes. Profiling individuals means any form of automated processing of personal data, consisting of the use of personal data to evaluate certain personal aspects relating to a person, in particular to analyse or predict aspects concerning that person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

Unless your organisation meets any of the criteria above, you are not required to abide by the GDPR simply if:

- you sell tickets to events in Australia that can be purchased by consumers in the EU, and
- collect and store consumer data (that may contain EU consumer data) for the purpose of processing ticket transactions.

If you think your organisation needs to comply with the GDPR, you can find further information on how to comply with the new EU privacy laws [here](#).

The GDPR shares many common requirements with the Australian Privacy Principles (APPs). However, there are some notable differences, such as the 'right to be forgotten' provided in the GDPR, which are not covered by the APPs.

LPA Members can learn more about the APPs by accessing LPA's Guide to the Australian Privacy Principles [here](#).

FOR MORE INFORMATION

Should you have any queries regarding the new EU privacy laws please do not hesitate to contact **Holly Crain**, Senior Policy Advisor on 03 8614 2000 or hcrain@liveperformance.com.au.



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