



## PRIVACY POLICY

**EFFECTIVE DATE:** JULY 30, 2025

**CEC AUS PTY LTD** as trustee for the CEC Aus Unit Trust (ABN 34 291 120 820) trading as **Chuck E. Cheese Australia** ("Chuck E. Cheese Australia", "we", "us", or "our") is committed to protecting your privacy and handling your personal information in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

This Privacy Policy explains how we collect, use, disclose and store your personal information when you interact with our website [www.chuckecheese.com.au](http://www.chuckecheese.com.au), book with us through our third-party provider ROLLER, attend our venues, or participate in activities at Chuck E. Cheese Australia.

### 1. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By interacting with Chuck E. Cheese Australia online, in person, or via ROLLER (our booking system), you consent to the collection, use, disclosure and storage of your personal information in accordance with this Privacy Policy.

### 2. WHAT PERSONAL INFORMATION WE COLLECT

We may collect the following types of personal information:

- Name (adult and child)
- Email address
- Phone number
- Date of birth (adult and child)
- Payment and billing information
- Medical or health-related disclosures (voluntarily provided)
- Information submitted via bookings, waivers or forms
- IP address and browsing behaviour (via cookies and analytics tools)
- Waiver signatures (including digital/online)

This includes personal information collected:



- Directly via our website or in-store
- Through booking and waiver forms.
- Via social media interactions, competitions or promotions

### **3. COLLECTION THROUGH ROLLER**

Chuck E. Cheese Australia uses ROLLER, a third-party service provider, to manage venue bookings, waiver forms, event registrations, and related guest communications.

When you make a booking or complete a waiver through ROLLER, the following data may be collected and processed:

- Contact details (name, email, phone)
- Booking information
- Waiver acceptance and digital signature
- Analytics and user interactions (e.g. IP, browser, links clicked)
- Information voluntarily disclosed for customer support or demo requests

ROLLER may also log metadata about how users interact with their booking system to improve the service and troubleshoot issues.

ROLLER acts as a data processor and controller in relation to this information. Please see their Privacy Policy for full details.

### **4. WHY WE COLLECT YOUR PERSONAL INFORMATION**

We collect, hold, use and disclose personal information for purposes including:

- Processing event and activity bookings
- Issuing confirmations and reminders
- Registering guests for access to Adventure Zone and Climbing Wall activities
- Administering loyalty programs or promotions
- Providing customer support
- Facilitating entry waivers for safety and legal compliance
- Analysing website and booking behaviour
- Meeting legal or regulatory requirements

We may also use your information to send marketing messages if you opt in via our website, or during a booking or waiver process.



## **5. WAIVERS, HEALTH INFORMATION AND AGE VERIFICATION**

We collect and store waiver data for participation in higher-risk activities, such as:

- Adventure Zone Playground
- Climbing Wall

This may include:

- Signed consent (including parental/guardian consent)
- Health status disclosures (e.g. pregnancy, medical conditions)
- Age verification (for activities with age or height restrictions)

Sensitive information is stored securely and only used for its intended purpose — such as ensuring safe participation or obtaining emergency medical help.

## **6. PHOTOGRAPHY, VIDEO AND CCTV**

By entering our venues, including activity areas, you consent to being photographed or filmed for:

- Security monitoring via CCTV
- Staff training and incident management

Photos or footage may include children under your supervision.

## **7. MARKETING COMMUNICATIONS**

If you opt in (e.g. through our website, bookings or waiver forms), we may use your contact details to send updates, promotions, or special offers. You can unsubscribe at any time via the link in our emails or by contacting [marketing@chuckecheese.com.au](mailto:marketing@chuckecheese.com.au).

## **8. DISCLOSURE OF PERSONAL INFORMATION**

We may disclose your personal information to:

- ROLLER, for booking, waiver, and event processing



- Google (Analytics, Ads)
- Marketing platforms (if opted in)
- IT, payment, and hosting providers
- Law enforcement or regulators (if required by law)
- Legal advisors, if defending legal claims
- Future business entities, in case of merger, acquisition or restructuring

All third-party service providers (including ROLLER) are required to handle personal information in compliance with Australian privacy laws.

## **9. OVERSEAS DISCLOSURE**

Some service providers, such as ROLLER and Google, may store or process data outside Australia. We take reasonable steps to ensure these providers uphold privacy standards consistent with Australian law.

## **10. SECURITY OF PERSONAL INFORMATION**

Chuck E. Cheese Australia takes reasonable steps, as required under the Privacy Act 1988 (Cth), to help protect your personal information from misuse, interference, and loss, as well as unauthorised access, modification or disclosure.

While we make efforts to ensure your information is handled securely, no system can be guaranteed to be fully secure. We encourage you to take steps to protect your personal information, such as keeping your passwords confidential and reporting any suspicious activity to us promptly.

## **11. DATA RETENTION**

We retain your personal information only as long as necessary for:

- Fulfilling bookings and managing guest participation
- Legal or insurance compliance
- Managing disputes or claims
- Internal analytics and business development

Data related to waivers, bookings or transactions may be retained as part of our venue safety and compliance obligations.



## **12. ACCESS AND CORRECTION**

You may request access to or correction of your personal information by contacting us at [hello@chuckecheese.com.au](mailto:hello@chuckecheese.com.au).

- We will acknowledge requests within 10 business days
- Most requests will be processed within 20 business days
- We may require identity verification and may charge a reasonable access fee

## **13. BEHAVIOUR MONITORING AND VENUE SAFETY**

We may record behavioural incidents (e.g. breach of venue rules) for legal, safety, or operational purposes. This includes:

- Incident reports linked to a booking or waiver
- CCTV footage
- Restrictions or bans for unsafe behaviour

## **14. USE OF COOKIES AND ANALYTICS**

We use cookies, pixels, and analytical tools to:

- Understand user behaviour
- Improve site experience
- Track advertising performance

You can manage cookies through your browser settings or via our cookie banner.

## **15. CHANGES TO BUSINESS STRUCTURE**

If Chuck E. Cheese Australia undergoes a restructure, merger or acquisition, your personal information may be transferred to the new owner or legal entity. We will ensure such transfers comply with this policy and legal standards.

## **16. REVIEW AND UPDATES TO THIS POLICY**



We review this Privacy Policy regularly. Updates may occur due to changes in:

- Legal requirements
- Our services and systems
- Third-party platforms like ROLLER

The latest version will always be available at [www.chuckecheese.com.au](http://www.chuckecheese.com.au).

## 17. PRIVACY COMPLAINTS

To lodge a privacy complaint, contact:  
[marketing@chuckecheese.com.au](mailto:marketing@chuckecheese.com.au)

We will respond within 30 days. If unsatisfied, you can contact the **Office of the Australian Information Commissioner (OAIC)**:

[www.oaic.gov.au](http://www.oaic.gov.au)

1300 363 992

## 19. CONTACT US

For questions, updates or complaints please contact us via  
[hello@chuckecheese.com.au](mailto:hello@chuckecheese.com.au)