

## Vivid Seats - Privacy Policy

Last updated on December 27, 2022

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This Privacy Policy (this "Policy") applies to the website located at [www.vividseats.com](http://www.vividseats.com) ("Site") and its associated webpages, and the Vivid Seats mobile application (each an "App"), each of which are owned and operated by Vivid Seats LLC (together with its parents, subsidiaries, and affiliated companies, "Vivid Seats", "we", or "us"). This Policy describes how Vivid Seats collects, shares, secures and uses the personal information you provide when you visit or use our Site and Apps. It also describes the choices available to you regarding the use of, your access to, and how to update and correct your personal information. Kindly note that any consent you provide will be entirely voluntary. However, if you do not accept this policy, then you should not use, and are not authorized to use, the Site or Apps.

This Policy is available to consumers with disabilities. To access this Policy in an alternative downloadable format, please click [here](#).

**California Notice at Collection of Personal Information:** We collect personal information listed below under "What Information Do We Collect?" for the purposes described below under "How Do We Use Information?" To learn more about your California privacy rights, including your right to opt out of the sale or sharing of personal information, please review these provisions and the "Your California Privacy Rights" section.

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**1. What Information Do We Collect?** We and our service providers collect a variety of types of personal information. This may include when you use our Site and Apps, register or create an online account with us, and use our services. The information we collect may be your name, address, email address, telephone or mobile number, date of birth, and gender. We may also collect the following information:

- **Device and browsing information**, including IP address, referral website, browser and device type, operating system version, webpage navigation, information about how often you use our mobile application, the events that occur within the mobile application, aggregated usage, performance data, where the application was downloaded from, and other information about your activities on this and other websites and our mobile application (collectively, "automatically collected information");
- **Contact Information**, such as your name, email address, mailing address, zip code, postal code, phone number, and location-based information (including geolocation derived from your IP address);
- **Listing information of tickets listed for sale on our marketplace**, including event, location of the event, quantity, section and row of the tickets, and physical location of the tickets;
- **Purchase and sale information** relating to tickets bought or sold through our Site and Apps, including billing address, credit card or other payment information, links, PayPal address, name and address of a gift recipient, and name and phone number of a third person who will pick up items for you;
- **Your photograph**, only if you agree to provide it and then upload it, may be collected for the purpose of verifying your identity when creating an account with us or buying or selling tickets on our Site.
- **Publicly available information and purchased information**, including information about you from publicly available databases and information purchased from your cell phone company and your email domain. This information is collected for the purpose of anti-fraud verification and marketing;
- **Information you provide through social media**, including information that you use in connection with our Site and Apps, or that share or allow you to share information with us, such as Facebook. For example, if you use functionalities, plugins, widgets, or tools from social media platforms or networks in connection with our Site and Apps (for example, to share purchases and other content from our Site and Apps with your friends and followers on social media), we will collect the information that you share with us, or that those social media platforms or networks share with us; and
- **Other information or content** that you provide through our publicly accessible blogs and community forums. Any information you provide in these areas may be read, collected, and used by others who access them.

## 2. How do we collect information?

We collect information through our Site and Apps, and through email and other communications and interactions with you. We also obtain information about you and from third parties, as described below:

### A. Information You Provide

- **Information you share when you use the Site and Apps**, such as when you visit us online, purchase tickets or list tickets for sale, create an account with us, participate in anti-fraud verification, subscribe to our email newsletter, post information or content to our publicly available blogs or community forums, contact or otherwise communicate with us, enter contests or sweepstakes, participate in surveys, or register for other activities on our website;
- **Information automatically collected**, including cookies, web beacons, tags, scripts, and similar technologies. In addition, we use mobile analytics software to allow us to better understand the functionality of our mobile application on your phone. For example, we, our affiliates and/or third parties we work with may collect information from the computer, tablet, phone, or other device that you use to access our Site or Apps, or that you use to open an email from us. This collection includes automatically collected information, and generally does not include personal information that directly identifies you unless you provide it through our Site or Apps or you choose to share it with us.

## **B. Information from Other Sources**

We may acquire information from other sources as follows:

- **From other trusted third-party sources**, to update or supplement the information that you provide or that we collect automatically. This includes, for example, information from service providers that we use, publicly available databases or third parties from whom we have purchased data such as public databases or data aggregators (which may include your demographic information, media consumption, previous purchases, shopping habits, loyalty program information, lifestyle preferences, or information to validate or update the information we collect from or about you). This also includes information about you from publicly available databases, and information purchased from your cell phone company and your email domain.
- **From our partners and service providers**, including, for example, business partners, analytics vendors, advertising networks and search information providers. We may use this information to help us maintain the accuracy of the information we collect, personalize your experience with the Services, target our communications so that we can inform you of products, services or other offers that may be of interest to you, to measure quality and responses, and for internal business analysis or other business purposes.
- **Information provided about you by other users of our Site or Apps** (for example, when another user purchases tickets for you as a gift, or when another user designates you to pick up tickets on his or her behalf).

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Site and Apps, as well as information collected offline, across other computers or devices that you may use, and from third party sources.

### 3. How Do We Use Information?

We use the information that we collect and obtain to conduct our business and to provide you with the products, services, and experiences that you request or that we think may be of interest to you. We use information:

- **To provide you with services**, including to administer the website, provide you with accurate listings, fulfill your orders and process your payments, pay you if your tickets sell, calculate shipping options, verify your identity and protect the integrity of the ticket marketplace, anti-fraud verification, process, create, maintain and service your account, send you relevant newsletters, offers, and promotions, and provide you with products and services that you request or that we think may be of interest to you. We may use your IP address to infer your city and state location in order to recommend nearby athletic or entertainment events that may of interest to you. This could include sending you push notifications or alerts regarding such nearby events;
- **To contact you** and deliver information to you that, in some cases, is targeted to your interests. These communications may contain links for preference management and, where appropriate, unsubscribe links should you decide you do not want to receive further communications.
- **To respond to you**, when you place an order, correspond with us by email or otherwise communicate with us for customer service purposes, make a request or inquiry, enter a contest or sweepstakes, complete a survey; or share a comment or concern;
- **For personalization** of your experiences with us, including to remember your interests and preferences, customize the listings and services we share with you, track and categorize your activity and interests on our website (including by identifying the different devices you use), and make your shopping experience with us more relevant;
- **For marketing and advertising**, to send you marketing and advertising communications, to segment and build audiences and engage in interest-based advertising, to provide social media features, to credit marketing partners with attribution appropriately, and to personalize the marketing and advertising that we show you;
- **For analytics**, to understand how you use our Site and Apps, analyze our website traffic, to gather demographic information about our individual users and aggregate user base, to determine the methods and devices used to access our Site and Apps, and to improve our services;
- **For our business purposes**, to operate and improve upon our business and lawful business activities, to identify new customers, to update, expand, and analyze our records, for research, to determine your satisfaction with our website and services, to detect and prevent fraud or misuse of our services, to enforce, apply or comply with any of our terms or policies, including but not limited to this Policy, and for any other business purpose that is permitted by law; and

- **For legal, contractual and safety purposes**, including to defend or protect us, our customers, you, or third parties from harm or in legal proceedings, protect our rights, protect our security and the security of our customers, employees, and property, respond to court orders, lawsuits, subpoenas, and government requests, address legal and regulatory compliance, comply with contracts and other agreements to which we are a party, and notify you of changes to our terms, policies, or practices.

#### 4. How Do We Share Personal Information?

Except as provided in this Policy, we will not disclose, sell, or rent your personal information to any third parties without your consent.

We may share personal information as described below:

- **With service providers that perform certain functions.** These third parties may only use personal information as necessary to provide these services to us and not for promotional purposes. These include the following:
  - For the purpose of processing payments.
  - For the purpose of delivering your tickets, whether that is electronically or physically, and ensuring you successfully access your seats.
  - For the purpose of preventing fraudulent purchases and sales through our marketplace.
  - For the purpose of analyzing data to provide you a better customer experience.
- **With select business partners**, so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. This includes our partners that are listed on our website. The information we give these partners may include your name, email address, phone number, and billing address. These entities' use of such information is subject to their respective privacy policies.
- **To respond to subpoenas**, lawful requests by public authorities, court orders, or other legal process, as required by law, or to establish or exercise our legal rights or defend against legal claims;
- **To protect us and our users, with the rights**, property, or safety of Vivid Seats, our users, or others, including for fraud protection;
- **In the event of a sale or merger**, of some or all of our business or a merger with another company, you will be notified via email and/or a prominent notice on our website of any change in ownership; or
- With your prior consent to do so.

We also may share personal information that you have provided to us about others with certain third parties that require it such as sports teams or event organizers, for example, to grant passes to your guests. These recipients may also use the personal information for their marketing purposes.

You may direct us not to share your personal information with third parties (other than our service providers), at any time, by sending an email to [privacy@vividseats.com](mailto:privacy@vividseats.com), or by following the removal instructions in the communications that you receive.

### **Links to 3rd Party Sites**

Our website includes links to other websites whose privacy practices may differ from those of Vivid Seats. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

### **Frames**

Some of our pages utilize framing techniques to serve content from our partners while preserving the look and feel of our website. When we use framing techniques, we display the logo of our partner, so that you will know that you are engaging with a third party. Please be aware that you are providing your personal information to these third parties and not to [www.vividseats.com](http://www.vividseats.com).

### **Testimonials**

We display personal testimonials of satisfied customers on our website in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

### **Security and Retention**

We use Secure Socket Layers ("SSL") encryption technology through third-party providers where your personal and account information is required (such as a credit card number).

All transaction information is processed under encrypted channels.

We follow generally accepted industry standards to protect your personal information, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. We will keep your personal information only for as long as necessary for the purposes for which it was collected, to provide you with products or services, to carry out legitimate business interests, and where otherwise required or permitted by law. If you have any questions about security on our website, you can email us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

### **Children's Privacy**

Our website is not directed to or intended to be used by individuals under the age of 16. We do not knowingly request, collect, or sell personal information from any person under 16 years of age without prior verifiable parental consent. If you believe that your child under the age of 16 has submitted personal information to us in connection with our website, and without prior verifiable parental consent, please email us at [privacy@vividseats.com](mailto:privacy@vividseats.com) so that we can take steps to delete the personal information that she or he provided as required in accordance with applicable law.

## 5. Your Choices and Access Requests

We offer you choices about how certain personal information is used and shared. Your choices include:

- **Social Media Platforms and Networks.** We encourage you to review your privacy options and settings with the social media platforms and networks you use to understand what choices you have about sharing information from those platforms and networks with us.
- **Email Choices.** You can opt out of marketing or advertising emails by contacting us at [privacy@vividseats.com](mailto:privacy@vividseats.com) or by utilizing the "unsubscribe" link or following other instructions noted in marketing or advertising emails you receive from us. Please note that opting out of receiving marketing or advertising emails from us will not apply to transactional communications or legal notices, for example, emails about your orders or about changes to our terms, policies, or business practices.
- **Managing Cookies.** We partner with third parties to display advertising on our website and to manage our advertising on other sites. Our third-party partners may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests. You can activate settings on your Internet browser to refuse the setting of some or all cookies. In addition, the websites linked to below will tell you how you can remove existing cookies from your browser if you wish. Please keep in mind, however, that if you use your Internet browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website and services. For further information about managing cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that disabling or clearing cookies also may affect cookie-based opt-outs by either preventing you from using such cookie-based opt-outs or clearing opt-outs that you have previously set, in which case you would have to revisit the applicable pages and renew your opt-out after clearing cookies. Please note you will continue to receive generic ads.
- **Mobile Devices.** Your mobile device may offer settings relating to cookies, pixel tags, SDKs, Flash cookies, and other similar technologies. We encourage you to visit your device's help menu to learn about your options to limit tracking when using your device.
- **Access, Deletion, and Correction Requests.** Upon request, Vivid Seats will provide you with information about whether we hold any of your personal information and how it has been used and/or disclosed. You may update your personal information by making a

change on the member information page. You may update or delete your personal information or request a correction to your personal information by emailing us at [privacy@vividseats.com](mailto:privacy@vividseats.com). We retain all information for active accounts to provide you services. To request that we deactivate your account, please contact us at [privacy@vividseats.com](mailto:privacy@vividseats.com). We will respond to your request within a reasonable timeframe. We will retain and use your information, even if your account is deactivated, only as is necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

- **Interest-Based Advertising Choices.** To understand your choices for receiving more relevant advertising provided on the Service or across other websites and online services, please review the information below:

- To learn more about such interest-based advertising, and to opt out of such collection and use for interest-based advertising by the Digital Advertising Alliance (DAA) participating companies, please visit <http://optout.aboutads.info>.

- To opt out from the use of information about your online activities for interest-based advertising by Network Advertising Initiative (NAI) member companies, please visit <http://optout.networkadvertising.org>.

- To opt-out of the use of your mobile device ID for targeted advertising, please see <http://www.aboutads.info/appchoices>.

- If you wish to prevent your data from being used by Google Analytics, Google has developed the Google Analytics opt-out browser add-on available <https://tools.google.com/dlpage/gaoptout/>.

- On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising.

Even if you opt out, you still may receive advertising from us that is not customized based on your Service or usage information, or advertising from other third parties if they are not a DAA or NAI participating company.

- **Additional Choices.** You may have the right to opt out of (i) disclosures of your personal information to third parties who are not service providers; or (ii) uses of your personal information by third parties who are not service providers. To request to limit the use and disclosure of your personal information, please submit a written request to [privacy@vividseats.com](mailto:privacy@vividseats.com).

## 6. Your California Privacy Rights

Pursuant to applicable California law, including the California Consumer Privacy Act (CCPA), Vivid Seats makes the following disclosures regarding the personal information Vivid Seats has collected within the last 12 months:



<b>Personal Information Category</b>	<b>Category of Source from Which Data is Collected</b>	<b>Purpose of Collection</b>	<b>Category of Third Parties to Whom Data is Disclosed</b>	<b>Category of Third Parties to Whom Data is Sold or Shared</b>
Contact information such as name, email address, mailing address, zip code, postal code, phone number, and location-based information (including geolocation ).	Directly from users	For creating user accounts; verifying customer's identity when he or she corresponds about his or her order; delivery; anti-fraud verification; to fulfil orders; marketing	Service Providers	Marketing and Advertising partners
Purchase and sale information relating to tickets bought or sold through our website or mobile application, including billing address, credit card or other payment information, PayPal address, name and address of a gift recipient, and name and phone number of a third person who will pick up items for our users	Directly from users	To provide our users with our services; facilitate sales of tickets; process payments and orders	Service Providers	
Listing information of tickets listed for sale on our marketplace, including event, location of the event, quantity, section and row of the tickets, and physical location of the tickets	Directly from users	To facilitate sales of tickets on behalf of our users	Service Providers	N/A
Automatically collected information (as defined above) such as browsing information, browser type, device type, and IP address	Cookies and other tracking technologies	Analytics; to enhance functionality of the website	Service Providers	Marketing and Advertising partners

We do not sell or share the personal information of known minors under 16 years of age.

If you are a California resident, pursuant to the California Consumer Protection Act (CCPA), you may take advantage of the following rights:

- **Right to Know:** You may request, up to two times each year, that we disclose to you the categories and/or specific pieces of personal information that we collect, use, disclose, and may sell. We will respond to your request within 45 days unless we need additional

time, in which case we will let you know. To make a “Right to Know” request, please email us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

- **Right to Delete:** You may request, up to two times each year, that we delete personal information that we have collected from you. We will respond to your request within 45 days unless we need additional time, in which case we will let you know. If you are signed in to your account, you may make a “Right to Delete” request by completing this form or by emailing us at [privacy@vividseats.com](mailto:privacy@vividseats.com).
- **Shine the Light:** You may request and obtain once per year, free of charge, information about our disclosure of personal information to third parties or affiliated companies for their direct marketing purposes.

To submit one of these requests, or designate an authorized agent to make a request under the CCPA on your behalf, please contact us at [privacy@vividseats.com](mailto:privacy@vividseats.com), 833.228.5143. We are not responsible for notices that are not labeled properly, or do not have complete information. To verify your identity when you submit an access or deletion request, we will match the identifying information you provide us to the personal information we have about you. If you have an account with us, we will also verify your identity through our existing authentication practices for your account.

Vivid Seats will not be required to comply with your request to delete your personal information if it is necessary for Vivid Seats to maintain your personal information in order to:

- complete the transaction for which the personal information was collected, provide a good or service requested by you, or reasonably anticipated within the context of Vivid Seats ongoing business relationship with you, or otherwise perform a contract between you and Vivid Seats;
- detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for that activity;
- debug to identify and repair errors that impair existing intended functionality;
- exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- to enable solely internal uses that are reasonably aligned with your expectations based on your relationship with Vivid Seats;
- comply with a legal obligation; or
- otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

California residents also have the right to opt out, as described below.

- **Right to Opt Out:** You may request to opt out of Vivid Seat’s sale or sharing of your Personal Information to third parties. This means that, if you opt out, going forward, we will not engage in certain types of data collection and processing for the purpose of personalized advertising, unless you later direct us to do so. To request this opt out, please click on the Do Not Sell or Share My Personal Information link which is also on our website footer, or email us at [privacy@vividseats.com](mailto:privacy@vividseats.com). We will work to comply with your opt-out request within 15 business days.

Vivid Seats will not discriminate against you in the event you exercise any of these privacy rights.

### **Notice of Financial Incentive**

If you participate in our rewards program, you will earn stamps towards a rewards credit with each ticket purchase and be eligible for certain offers and perks. For instance, you will earn a rewards credit with every 10 tickets you purchase, and the amount of the rewards credit will be tied to the average value of those 10 tickets (less taxes, fees, and processing costs). For more information about our rewards program, please see our website at [www.vividseats.com/rewards](http://www.vividseats.com/rewards). By downloading our app and making an in-app purchase, you will be automatically enrolled in the program and can start earning. You may also affirmatively opt-in to our rewards program within our app. In order to make a purchase, you will need to sign into your Vivid Seats account or create a Vivid Seats account, and we will collect personal information such as your e-mail address and a Vivid Seats password. You may also choose to log in via your Facebook account, if you have one.

Please be aware that you may withdraw from our rewards program at any time by e-mailing us at [privacy@vividseats.com](mailto:privacy@vividseats.com) and then only using the web or desktop solution.

Vivid Seats values personal data it collects and maintains based on the profit generated by Vivid Seats from the sale, collection, or retention of consumers' personal information.

## **7. Your Virginia Privacy Rights**

This notice to Virginia residents is provided under applicable Virginia law. It explains your privacy rights and provides certain mandatory disclosures about our treatment of Virginia residents’ “personal data” as defined under Virginia law.

### Virginia Residents’ Rights

Virginia law provides Virginia residents with the rights listed below.

#### *Right to Access*

You have the right to request that we confirm whether we are processing your personal data and to access your personal data.

#### *Right to Correct*

You have the right to request that we correct inaccuracies in your personal data, taking into account the nature of the personal data and the purposes of the processing.

*Right to Delete*

You have the right to request that we delete personal data provided by or obtained about you. To make a deletion request, you may login to your account and then complete this form or you may email us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

*Right to Portability*

You have the right to request obtain a portable copy of the personal data that you provided to us.

*Right to Opt Out*

You have the right to request to opt out of targeted advertising (as defined under Virginia law). We do not sell data as defined under Virginia law.

Exercising Your Virginia Privacy Rights

**Making Access, Deletion, and Correction Requests**

To make an access or correction request, please email [privacy@vividseats.com](mailto:privacy@vividseats.com). Before completing your request, we may need to verify your identity. We will send you a link to verify your email address and may request additional documentation or information solely for the purpose of verifying your identity.

**Making Requests to Opt Out of Targeted Advertising**

To submit a request to opt out of targeted advertising, you may click on the link “Do Not Sell or Share My Personal Information” on the footer of our websites.

To appeal our decision regarding a request related to these rights, you may email us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

Pursuant to applicable Virginia law, Vivid Seats makes the following disclosures regarding the processing and sharing of personal data by Vivid Seats:

<b>Personal Data Category</b>	<b>Purpose of Processing</b>	<b>Category of Third Parties with Whom Data is Shared</b>
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Contact information such as name, email address, mailing address, zip code, postal code, phone number, and location-based information (including geolocation ).	For creating user accounts; verifying customer's identity when he or she corresponds about his or her order; delivery; anti-fraud verification; to fulfil orders; marketing; targeted advertising	Service Providers; Marketing and Advertising Partners
Purchase and sale information relating to tickets bought or sold through our website or mobile application, including billing address, credit card or other payment information, PayPal address, name and address of a gift recipient, and name and phone number of a third person who will pick up items for our users	To provide our users with our services; facilitate sales of tickets; process payments and orders	Service Providers
Listing information of tickets listed for sale on our marketplace, including event, location of the event, quantity, section and row of the tickets, and physical location of the tickets	To facilitate sales of tickets on behalf of our users	Service Providers
Automatically collected information (as defined above) such as browsing information, browser type, device type, and IP address	Analytics; to enhance functionality of the website; targeted advertising	Service Providers; Marketing and Advertising Partners

## 8. Your Nevada Privacy Rights

Nevada law (NRS 603A.340) requires each business to establish a designated request address where Nevada consumers may submit requests directing the business not to sell certain kinds of personal information that the business has collected or will collect about the consumer. A sale under Nevada law is the exchange of personal information for monetary consideration by the business to a third party for the third party to license or sell the personal information to other third parties. Vivid Seats does not sell consumers' personal information for monetary consideration to third parties for licensing or sale to other third parties. If you are a Nevada consumer and wish to submit an inquiry relating to our compliance with Nevada law, please contact us at [privacy@vividseats.com](mailto:privacy@vividseats.com).

## 9. International Users

If you provide personal information through our website, you agree that the personal information will be transferred to and processed in the United States of America and any other country or jurisdiction at our sole discretion. The laws that apply to the use and protection of personal information in the United States or other countries or jurisdictions in which we transfer or process personal information may be different than the laws and protections in your country. By using our website or app, you agree to the transfer and processing of your information in accordance with US law. In the event you wish to withdraw consent, please email [privacy@vividseats.com](mailto:privacy@vividseats.com) to delete your account and then cease using our services. Those who access or use our website or mobile application from jurisdictions outside the United States do so at their own choice and risk and are solely responsible for compliance with local law. While we take certain steps to safeguard your personal information, please note that the United States has **NOT** been deemed by the European Commission to ensure an adequate level of protection for personal data. Accordingly, the level of safeguards and legal protections provided in the United States or other non-European countries from which you may access our website or mobile application may not be as stringent as that under European Union privacy standards or the privacy laws of some other countries, possibly including your home jurisdiction.

## **10. Privacy Shield**

We will treat all data received from the EU in accordance with privacy shield principles. Vivid Seats participates in the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks and complies with the associated requirements regarding collection, use, and retention of personal information transferred from the EU and Switzerland to the United States. For the avoidance of doubt, Vivid Seats' adherence to the Privacy Shield framework does not apply to any human resources data. To learn more about Privacy Shield, and to see our certification, please visit [www.privacyshield.gov/](http://www.privacyshield.gov/). Vivid Seats is subject to the investigatory and enforcement powers of the Federal Trade Commission and may be held liable in cases of onward transfers of data received from the EU to third parties.

## **11. European Residents**

If you are a resident of the European Union, you may have certain rights under European data protection law with respect to your personal data, including the right to request access to, correct, amend, delete, limit the use of, or withdraw your consent for the processing of your personal data. You may also have the right to receive a copy of your personal data in a commonly used and machine-readable format and to transmit such data to another controller. To request deletion of, access to, or to make changes to data, or to otherwise exercise any of your rights in this paragraph, email us at [privacy@vividseats.com](mailto:privacy@vividseats.com). Please remember that if you delete or limit the use of your personal data, you may not be able to use the services provided through our website or mobile application.

In the event you have a dispute or complaint with respect to your personal data, you are entitled to invoke binding arbitration. Please visit [www.icdr.org/privacyshield](http://www.icdr.org/privacyshield) for more information and to file a complaint. Unresolved privacy complaints under the Privacy Shield Framework may be referred to the International Centre for Dispute Resolution at the America Arbitration Association.

## **12. Changes to Privacy Policy**

We may make changes to this Policy, and may apply any changes to information previously collected, as permitted by law. When we make material changes to this Policy, we will notify you by posting the updated Policy on our website, and we will update the effective date at the top of this Policy prior to the change becoming effective. By continuing to use our website after being notified of material changes to this Policy, you agree that the terms of this Policy as of the effective date will apply to information previously collected or collected in the future.

## **13. How can I give you feedback or contact you?**

You can reach us by email at [privacy@vividseats.com](mailto:privacy@vividseats.com) or by writing to us using the contact details below, or you can call us toll-free at 800.504.2851.

### **Vivid Seats LLC**

111 N. Canal St., Suite 800  
Chicago, IL 60606

[privacy@vividseats.com](mailto:privacy@vividseats.com) If you believe we have not properly addressed your concerns or that we have infringed upon your rights, please contact us so that we may properly address your concerns either via mail or email at the following:

### **Vivid Seats LLC**

Attn: Legal  
111 N. Canal St., Suite 800  
Chicago, IL 60606  
[legal@vividseats.com](mailto:legal@vividseats.com)