

Global Privacy Policy

Last updated on March 27, 2025

If you are a resident of the United States or any other country besides Canada or the United Kingdom, then this Privacy Policy (this “Policy”) applies to the website located at www.vividseats.com and its associated webpages (“Site”), the Vivid Seats mobile applications (“Apps”), and any other features or services we offer that post or provide this policy (collectively, the “Services”), and information we collect offline, which we may combine with online data, 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, uses, and otherwise processes 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.

By accessing, using, or otherwise interacting with any part of the Services, or by otherwise providing personal information, you agree to be bound by the terms of this Policy and the applicable [Terms of Use](#), which govern your use of the Services. However, if you do not accept this Policy or the applicable terms, then you should not use, and are not authorized to use, the Services or provide personal data to us.

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 & US State Privacy Rights: We collect personal information listed below under “What Information Do We Collect, How Do We Use It, and How Do We Share It?” for the purposes described below in that same section. To learn more about our processing of information about California residents and your California privacy rights, including your right to opt out of the sale or sharing of personal information, please review these provisions and the “California Residents” section.

You may have additional specific rights depending on where you are a resident. Please see the “Your Choices and US State Privacy Rights” section, below.

As part of the services we offer to business clients, we provide a ticketing platform that enables individuals the ability to purchase tickets through a connection to a Vivid Seats API or otherwise or with the use of inline frame or other framing techniques (“Client Services”). When we collect information through the Client Services, we operate as a service provider for our clients. For the Client Services, we collect, use, share, and otherwise process the data on behalf of our clients and as directed by our clients. The collection, use, sharing, and other processing of personal information collected through the Client Services is governed by our client’s privacy policy and their terms of use. If you purchase a ticket or otherwise interact with any of our clients and you have any questions about how your information is used, please contact the client directly.

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1. WHAT INFORMATION DO WE COLLECT, HOW DO WE USE IT, AND HOW DO WE SHARE IT?

We and third parties we work with (including service providers) collect a variety of types of information directly from you, from third parties, or automatically through cookies and other similar technologies.

Some of the data we collect is personal information (sometimes also referred to as personal data), which we consider to be data that is linked to a specific, identifiable individual (such as your full name and email address). We will treat other information, such as IP addresses and cookie identifiers, as personal data where required by applicable law and we will treat certain personal information as “sensitive data” where required by applicable law.

Note that we may de-identify or pseudonymize personal data to make it non-personal, either by combining it with data about other individuals and/or by hashing the data or otherwise removing characteristics that make the data personally identifiable to you. We will treat de-identified or pseudonymized data as non-personal to the fullest extent allowed by applicable law. We maintain and use de-identified data without attempting to re-identify it, except where permitted by applicable law, such as to determine whether our de-identification processes satisfy legal requirements.

If we combine non-personal data with personal data, then we will treat the combined information as personal data under this Policy. We may share non-personal data with third parties for any purpose in our discretion and as permitted by law, including for advertising, research, and marketing purposes.

The following chart sets out by category the personal data collected (“Category”), the purposes for which the information is collected (“A. Purposes”), the categories of third parties to whom the information may be disclosed for a business purpose (“B. Disclosed To”), and the categories of third parties to whom the information may be sold for monetary value or other valuable

consideration or shared for cross-context behavioral advertising/targeted marketing (“C. Sold/Shared To”).

For more information about certain practices disclosed in the chart, please also see the “**Additional Details About Our Data Practices**” section below.

Category of Data	A. Purpose for Collection;
	B. Categories of Third Parties the Data is Disclosed To;
	C. Third Parties to whom the Data is Sold/Shared for Targeted Advertising.
<p>Contact Information (such as your name, email address, mailing address, zip code, postal code, and phone number)</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to administer, improve, and secure the Services, 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 (including sending you a text message for fraud prevention and security purposes prior to processing your order), provide you with information on how to track your order status, 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; • To contact you, including to request your feedback on the Services 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 on the Services and through email, and make your shopping experience with us more relevant;
- **For marketing and advertising**, to send you marketing and advertising communications based on your interactions with us, including through the Services and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising” or “cross-contextual behavioral advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;
- **For analytics**, to understand how you use our Services, analyze our Services traffic, measure and analyze the performance of our ads on third party platforms, understand the impact of our advertising and online content, to gather demographic information about our individual users and aggregate user base, to determine the methods and devices used to access our Services, 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 Services and products, to detect and prevent wireless device or other 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;

- **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; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties Data is Disclosed to:

- **Advertising and Analytics Partners** (such as customer relationship management companies, marketing automation partners, analytics companies, conversion tracking companies, third party advertisers, and similar partners);
- **Parent, Subsidiary, and Affiliated Companies;**
- **Event Partners** (such as teams, leagues, venues, ticketing partners, and event sponsors);

	<ul style="list-style-type: none">• Vivid Seats Marketplace Sellers (to the extent necessary to fulfill your order); • Social Media Platforms and Other Third Party Platforms; • Sweepstakes/Contest Partners (such as administrators, other prize providers, and prize fulfillment vendors); • Other Third Party Business Partners (such as unaffiliated parties that are joint marketing or program partners); • Order Fulfillment Vendors (such as payment processors, event ticket protection vendors, delivery services, and order tracking vendors); • Service Providers (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, technology maintenance and repair vendors, email and text message delivery vendors, customer support vendors, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service providers who use your data solely to provide services to us or to you); • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; • Third Parties in connection with business transitions; and • Third Parties to whom you agree or direct us to share your data.
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	<p>We will not disclose text messaging opt-in data or consent with any third parties for their marketing purposes.</p> <hr/> <p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <ul style="list-style-type: none"> • Advertising and Analytics Partners; • Social Media Platforms; • Select Event Partners. <p>We will not disclose text messaging opt-in data or consent with any third parties for their targeted advertising purposes.</p>
<p>Password (for your Vivid Seats account log-in)</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, such as to administer, improve and secure the Services, fulfill your orders and process your payments, verify your identity and protect the integrity of the ticket marketplace, anti-fraud verification, and process, create, maintain, and service your account; • For our business purposes, to operate and improve upon our business and lawful business activities, to detect and prevent wireless device or other 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;

	<ul style="list-style-type: none"> • 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 security and the security of our customers, employees, and property, respond to court orders, lawsuits, subpoenas, and government requests, address legal and regulatory compliance, and comply with contracts and other agreements to which we are a party; and • As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent. <p>B. Categories of Third Parties Data is Disclosed to:</p> <ul style="list-style-type: none"> • Service Providers (such as webhosts, database hosts, technology maintenance and repair vendors, customer support vendors, call centers and live chat vendors, and other service providers who use your data solely to provide services to us or to you). <p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <p>This category of data is not sold or shared for targeted advertising.</p>
<p>Automatically Collected Information/Device ID/Interaction Information (such as IP address or other unique ID for any computer, mobile phone or other device used to access the Services, device information (model, browser, operating system version), URL or</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to administer, improve and secure the Services. We may use your IP address to infer your city and state location in order to recommend nearby events that may be of interest to you. This could include sending

advertisement that referred you to the Site, areas within Site that you visit, time of day you visited the Site, your time zone, location-based information (including city and state derived from your IP address), and mobile network (if applicable) information)

you emails, push notifications, or alerts regarding such nearby events. Additionally, we may share various information relating to our users and fraudulent or potentially fraudulent activities with our fraud prevention and similar service providers, and they will use this information to help us and their other clients prevent fraudulent and illegal transactions;

- **For personalization of your experiences with us**, including to remember your interests and preferences, customize the listings and services we share with you on the Services and through email, track and categorize your activity and interests on our Services (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 based on your interactions with us, including through the Services and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising” or “cross-contextual behavioral advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;
- **For analytics**, to understand how you use our Services, analyze our Services traffic, measure and analyze the performance of our ads on third party platforms, understand the impact of our advertising and online content, to gather demographic information about our individual users and aggregate user base, to determine the methods and devices used to access our Services, 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 Services and products and services, to detect and prevent wireless device or other 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;

- **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, and comply with contracts and other agreements to which we are a party; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties Data is Disclosed to:

- **Advertising and Analytics Partners** (such as customer relationship management companies, marketing automation partners, analytics companies, conversion tracking companies, third party advertisers, and similar partners);
- **Parent, Subsidiary, and Affiliated Companies;**
- **Social Media Platforms and Other Third Party Platforms;**

	<ul style="list-style-type: none"> • Order Fulfillment Vendors (such as payment processors and event ticket protection vendors); • Service Providers (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, technology maintenance and repair vendors, email delivery vendors, customer support vendors, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service providers who use your data solely to provide services to us or to you); • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; • Third Parties in connection with business transitions; and • Third Parties to whom you agree or direct us to share your data.
	<p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <ul style="list-style-type: none"> • Advertising and Analytics Partners; • Social Media Platforms.
<p>Precise Geolocation Data</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to administer, improve, and secure the

Services, 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 geolocation data in order to recommend nearby events that may be of interest to you. This could include sending you emails, push notifications, or alerts regarding such nearby events. Additionally, we may share various information relating to our users and fraudulent or potentially fraudulent activities with our fraud prevention and similar service providers, and they will use this information to help us and their other clients prevent fraudulent and illegal transactions;

- **For personalization of your experiences with us**, including to remember your interests and preferences, customize the listings and services we share with you on the Services and through email, track and categorize your activity and interests on our Services (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 based on your interactions with us, including through the Services and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising” or “cross-contextual behavioral advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;
- **For analytics**, to understand how you use our Services, analyze our Services traffic, measure and analyze the performance of our ads on third party platforms, understand the impact of our advertising and online content, to determine the methods and

devices used to access our Services, 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 Services and products and services, to detect and prevent wireless device or other 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;
- **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, and address legal and regulatory compliance; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties Data is Disclosed to:

- **Advertising and Analytics Partners** (such as customer relationship management companies, marketing automation partners, analytics companies, conversion tracking companies, third party advertisers, and similar partners);
- **Parent, Subsidiary, and Affiliated Companies;**

	<ul style="list-style-type: none"> • Social Media Platforms and Other Third Party Platforms; • Order Fulfillment Vendors (such as payment processors and event ticket protection vendors); • Service Providers (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, email delivery vendors, customer support vendors, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service providers who use your data solely to provide services to us or to you); • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; and • Third Parties to whom you agree or direct us to share your data.
	<p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <ul style="list-style-type: none"> • Advertising and Analytics Partners; • Social Media Platforms.
<p>Payment and Financial Information (such as your credit card number, billing address, or other payment card data)</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to 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, and to process, create, maintain, and service your account;

- **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 Services and products and services, to detect and prevent wireless device or other 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;
- **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, and comply with contracts and other agreements to which we are a party; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties the Data is Disclosed to:

- **Order Fulfillment Vendors** (such as payment processors and event ticket protection providers);
- **Parent, Subsidiary, and Affiliated Companies;**

	<ul style="list-style-type: none"> • Service Providers (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, customer support vendors, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service providers who use your data solely to provide services to us or to you); • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; • Third Parties in connection with business transitions; and • Third Parties to whom you agree or direct us to share your data. <p>C. Categories of Third Parties to Whom the Data is Sold/Shared for Targeted Advertising:</p> <p>This category of data is not sold or shared for targeted advertising.</p>
<p>Ticket Listing and Transaction Information (such as listing information of tickets for sales on our marketplace, including event, location of the event, quantity, section and row of tickets, and physical location of tickets; purchase and sale information relating to tickets bought or sold; data about the tickets you purchase, sell, or consider; customer service contacts)</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to administer, improve and secure the Services, provide you with accurate listings, fulfill your orders and process your payments, pay you if your tickets sell, calculate shipping options, 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;

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| | <ul style="list-style-type: none">• 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 on the Services and through email, track and categorize your activity and interests on our Services, and make your shopping experience with us more relevant;• For marketing and advertising, to send you marketing and advertising communications based on your interactions with us, including through the Services and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising” or “cross-contextual behavioral advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;• For analytics, to understand how you use our Services, analyze our Services traffic, understand the impact of our advertising and online content, to gather demographic information about our individual users and aggregate user base, and to improve our Services; |
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- **For our business purposes**, to operate and improve upon our business and lawful business activities, to update, expand, and analyze our records, for research, to detect and prevent wireless device or other 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;
- **For legal, contractual and safety purposes**, including to defend or protect us, our customers, you, or third parties from harm or in legal proceedings, respond to court orders, lawsuits, subpoenas, and government requests, address legal and regulatory compliance, and comply with contracts and other agreements to which we are a party; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties the Data Is Disclosed to:

- **Advertising and Analytics Partners** (such as customer relationship management companies, marketing automation partners, analytics companies, conversion tracking companies, third party advertisers, and similar partners);
- **Service Providers** (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, technology maintenance and repair vendors, email and text message delivery vendors, customer support vendors, call centers and live chat vendors, fraud prevention vendors, and

other service providers who use your data solely to provide services to us or to you);

- **Parent, Subsidiary, and Affiliated Companies;**
- **Event Partners** (such as teams, leagues, venues, ticketing partners, and event sponsors);
- **Vivid Seats Marketplace Sellers** (to the extent necessary to fulfill your order);
- **Social Media Platforms and Other Third Party Platforms;**
- **Order Fulfillment Vendors** (such as payment processors, delivery services, event ticket protection providers, and order tracking vendors);
- **Government Agencies and Law Enforcement/Where Required by Law** (including third parties in connection with a court or other legal proceeding);
- **Third Parties in connection with court or other legal actions;**
- **Third Parties in connection with business transitions;** and
- **Third Parties to whom you agree or direct us to share your data.**

C. Categories of Third Parties to Whom the Data is Sold/Shared for Targeted Advertising:

- **Advertising and Analytics Partners;**
- **Social Media Platforms;**
- **Select Event Partners.**

Sensory, Photo/Video Data, and Other User Generated Content (such as your photograph, only if you agree to provide and upload it, which may be collected for the purpose of verifying your identity when creating an account with us or buying or selling tickets on our Services; voice recordings when you call into customer service)

A. Purposes for Collection:

- **To provide you with services**, including to administer, improve and secure the Services, verify your identity and protect the integrity of the ticket marketplace, anti-fraud verification, and process and create your account;
- **For our business purposes**, to operate and improve upon our business and lawful business activities, for quality assurance and control purposes, 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;
- **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, and comply with contracts and other agreements to which we are a party; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties Data is Disclosed to:

- **Parent, Subsidiary, and Affiliated Companies;**

	<ul style="list-style-type: none"> • Service Providers (such as webhosts, database hosts, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service providers who use your data solely to provide services to us or to you); • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; and • Third Parties to whom you agree or direct us to share your data. <p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <p>This category of data is not sold or shared for targeted advertising.</p>
<p>Information About Your Interests and Preferences (such as information about the services you purchased, obtained, or considered, or other purchasing or consuming histories or tendencies)</p>	<p>A. Purposes for Collection:</p> <ul style="list-style-type: none"> • To provide you with services, including to administer, improve and secure the Services, verify your identity, and protect the integrity of the ticket marketplace; • For personalization of your experiences with us, including to remember your interests and preferences, customize the listings and services we share with you on the Services and through email, track and categorize your activity and interests on our Services, and make your shopping experience with us more relevant; • For marketing and advertising, to send you marketing and advertising

communications based on your interactions with us, including through the Services and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising” or “cross-contextual behavioral advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;

- **For analytics**, to understand how you use our Services, analyze our Services traffic, to gather demographic information about our individual users and aggregate user base, and to improve our Services;
- **For our business purposes**, to operate and improve upon our business and lawful business activities, and for any other business purpose that is permitted by law; and
- **As otherwise described in this Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.**

B. Categories of Third Parties Data is Disclosed to:

- **Advertising and Analytics Partners** (such as customer relationship management companies, marketing automation partners, analytics companies, conversion tracking companies, third party advertisers, and similar partners);
- **Service Providers** (such as webhosts, database hosts, cloud computing providers, software-as-a-service providers, technology maintenance and repair vendors, email and text message delivery vendors, customer support vendors, call centers and live chat vendors, fraud prevention vendors, identity verification vendors, and other service

	<p>providers who use your data solely to provide services to us or to you);</p> <ul style="list-style-type: none"> • Parent, Subsidiary, and Affiliated Companies; • Social Media Platforms and Other Third Party Platforms; • Government Agencies and Law Enforcement/Where Required by Law (including third parties in connection with a court or other legal proceeding); • Third Parties in connection with court or other legal actions; • Third Parties in connection with business transitions; and • Third Parties to whom you agree or direct us to share your data.
	<p>C. Categories of Third Parties Data is Sold/Shared for Targeted Advertising to:</p> <ul style="list-style-type: none"> • Advertising and Analytics Partners; • Social Media Platforms; • Select Event Partners.

2. ADDITIONAL DETAILS ABOUT OUR DATA PRACTICES

We provide in this section additional detail about the data practices listed in the chart above, where it would be helpful for your understanding of such practices.

How Do We Collect Information?

We collect personal information through our Services, and through email and other communications and interactions with you, directly and automatically, and sometimes from third parties, as described below:

A. Information You Provide Directly

- **Information you share directly when you use the Services**, 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 us for customer support or otherwise communicate with us, enter contests or sweepstakes, participate in surveys, or register for other activities on our Services;
- **Information you provide through social media**, including information that you use in connection with our Services, or that share or allow you to share information with us, such as Meta. For example, if you use functionalities, plugins, widgets, or tools from social media platforms or networks in connection with our Services (for example, to share purchases and other content from our Services 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. You may also have the opportunity to log in through or otherwise connect your third-party social media account.

In addition, the third-party platform may set their own cookies and collect data about your use of the Services, including your IP address or other device identifiers, and which pages you visit on the Services. These third-party platforms may be able to collect certain data on your visits to the Services regardless of whether or not you affirmatively interact with the feature and whether or not you are logged into (or have) an account with the third-party platform. If you are logged out or do not have an account and visit a page with a social plug-in, your browser sends a more limited set of data. Like other sites, the third-party platform will receive data about the webpage you are visiting, the date and time of your visit, and other browser-related data. They may use that data to help them improve their products or for other purposes set forth in their privacy policy. We may also receive data about you if other users of social media give us access to their profiles and you are one of their connections or “friends”.

The data we collect is subject to this Policy. The data collected and stored by the third party remains subject to the third party’s privacy practices, including, without limitation, whether the third party continues to share data with us, the types of data shared, and your choices with regard to what is visible to others on that third party website or service. The third party may allow you to remove the application or feature, in which case we will no longer collect data about you through the application or feature, but may retain the data previously collected. If you choose to post information to a third-party platform, that information may be public; and

- **Other information or content** that you provide through our publicly accessible blogs and community forums, or other content you provide (“User Content”). Your submission of User Content is governed by our [Terms of Use](#). Any information you provide publicly in these areas may be read, collected, and used by others who access them or shared by them with third parties, and the use of your data by third parties is not subject to this Policy.
- **Automatically Collected Information**, including information that we, our affiliates, and/or third parties we work with collect from the computer, tablet, phone, or other device that you use to access our Services, or that you use to open an email from us. This information may be collected through first-party and third-party cookies, pixel tags, web

beacons, SDKs, scripts, and/or similar technologies on our Services and emails, as described further in the Privacy Preferences tool accessible via the footer of our Site and through the menu of our App, or through mobile analytics software that allows us to better understand the functionality of our Apps on your phone. This collection includes Automatically Collected Information.

Precise Location Data. If you opt-in, we may collect precise location data through your device. You may be able to turn off the collection of location data through the settings on your device. However, please note that we may still be able to infer your approximate location through other data we collect, such as IP address.

Automatically Collected Information may be collected through the use of the following technologies:

- **Cookies and Local Storage.** Cookies and local storage are text files placed within a browser on a device when it is used to visit the Services. Certain web browsers and browser add-ons may provide additional local data storage mechanisms. We may use cookies and similar technologies to help keep your use of the Services more secure, to study traffic patterns on the Services, to study the effectiveness of our customer communications, to maintain the integrity of the Services, to measure crash analytics and other maintenance related data, to manage and measure the performance of advertisements displayed on or delivered by or through the Services, and to personalize your experience through the Services, such as to recognize you when you return to the Services. Most browsers provide you with the ability to disable, decline, or clear cookies and local storage; please check your browser's settings for further information. However, if you disable cookies, you may find this affects your ability to use certain parts of the Services. For more information about cookies, please visit <https://www.aboutcookies.org>.
- **Pixel Tags.** Small graphic images or other web programming code (also known as web beacons or pixel tags or 1x1 GIFs or clear GIFs) may be included in our web pages and email messages. These and similar technologies may be used for a number of purposes by us and our third-party providers, including to count visitors to the Services, to monitor how users navigate Services, to count how many of our email messages were opened, or to count how many particular products were viewed, or for marketing and targeted advertising purposes. The data we collect through this technology may include the first date and time you open our email, and whether you click any links included in our email.
- **Embedded Scripts.** An embedded script is programming code that is designed to collect data about your interactions with the Services, such as the links you click on. The code is temporarily used by our server or a third party service provider or business partner while you browse or interact with the Services and is deactivated or deleted when you disconnect from the Services.
- **Chat Bots.** Vivid Seats may provide a chat feature through the Services, which will record, use, and store information you provide, including communications in the chat, for purposes of providing customer service, and improving our products and services. If you

do not consent to such recording, use and storage, please do not use the chat assistance feature.

- **Session Replay Technology.** Vivid Seats may record through session replay technology your interactions with the Services, such as what pages you visit on the Services, how long you visit those pages, and any links you click or information you provide. We use this information for our internal business purposes, such as for website analytics, to improve the Services, and to address functionality issues.
- **Data Collected Through Mobile Devices and SDKs.** We use embedded scripts and the tools provided in Software Development Kits (“SDKs”) to collect data through mobile devices such as the hardware model, operating system and version, identification numbers assigned to your mobile device, such as the ID for Advertising (IDFA) on Apple devices, and the Advertising ID on Android devices, mobile network data, and website usage behavior. SDKs are software packages that contain a set of tools that can be used to help build applications and implement new features in existing apps including those that collect data from your device.

In addition, we may use a variety of other technologies that collect similar data for security, fraud detection, and maintenance purposes.

C. Information from Other Sources

We may acquire information from other third-party sources as follows:

- **Publicly available information and purchased information,** including information about you from publicly available databases, publicly available social media pages and other websites, and aggregated information obtained from third parties to create segmented audiences. This information is collected for the purposes of anti-fraud verification and marketing, and for other purposes described in this Policy.
- **From other trusted third-party partners and 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, data joint marketing partners, third party websites, business partners, analytics vendors, marketing partners, advertising networks, search engine providers, publicly available databases or third parties from whom we have purchased data such as public databases, data enhancement companies, data aggregators or other similar business partners.
- **From our parent, subsidiaries, and affiliates,** including, for example, from other brands and companies, some of which operate as subsidiaries or affiliates of Vivid Seats. When Vivid Seats collects data through any of our brands, it will be accessible across the Vivid Seats family of brands and companies. The data will be used for business, operational, and marketing purposes.
- **From our service providers,** including, for example, analytics vendors, search information providers, and other service providers who collect data on our behalf. We

may use this information to help us maintain the accuracy of the information we collect, personalize your experience with our 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, including those described above.

- **Information provided about you by other users of our Services** (for example, we receive certain data about you (such as your name and shipping address) 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). The data we receive from other users is used to facilitate the ticket fulfillment or pick up. If you disclose any personal data relating to other people, you represent that you have the authority to do so and permit us to use the data in accordance with this Policy.

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

How Do We Share Personal Information?

We may share non-personal information, such as certain Automatically Collected Information, hashed or otherwise de-identified or pseudonymized data, and aggregated user statistics, with third parties in our discretion and as permitted by applicable law, including for targeted advertising purposes.

We may share the information we have collected about you (including personal information) as disclosed at the time you provide information or otherwise with your consent.

Please note that we are not responsible for the privacy practices of any third party. If you decide that you do not want to receive communications from a third party, or have questions about their privacy practices, you will need to contact that third party directly.

We may share personal information as described below, as disclosed at the time you provide information, or otherwise with your consent:

- **With event partners.** When you sell or purchase a ticket to an event using the Services, we may share data related to your transaction with the event partner(s) involved in the applicable event as part of our Services, such as our partner teams, leagues, venues, event sponsors, and ticketing partners. This includes our partners that are listed on our Site at <https://corporate.vividseats.com/partners>. We may share such data with these partners so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. These recipients may also use the personal information for their marketing purposes. These entities' use of such information is subject to their respective privacy policies. If you decide that you do not want to receive communications from a third party, or have questions about their privacy practices, you will need to contact that third party directly. Please see the "Your Choices and US State

Privacy Rights”, “California Rights”, and “European Residents” sections below for additional rights you may have.

- **With our parent, subsidiaries, and affiliates.** Vivid Seats operates under a corporate parent and with other affiliated brands and companies, some of which operate as subsidiaries or affiliates. When Vivid Seats collects data through any of our brands, it will be accessible across the Vivid Seats family of brands and companies. The data will be used for business, operational, and marketing purposes.
- **With third parties to whom you agree or direct us to share your information,** so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. These entities’ use of such information is subject to their respective privacy policies.
- **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 their own promotional purposes. These include the following service providers who use personal information:
 - 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.
 - For the purpose of gathering feedback on your experience with Vivid Seats.
 - For the purpose of providing you with customer support. This may include offshore customer contact and call centers.
- **With third-party marketing, advertising, analytics and similar partners.** We may allow third-party business partners (including analytics companies and marketing and advertising partners such as ad agencies and network advertisers) to use cookies, pixel tags, web beacons, SDKs, scripts and/or similar technologies on our Services and emails to collect information about you and your activities on the Services, as described further in the “Your Choices and US State Privacy Rights” section below and in the Privacy Preferences tool accessible via the footer of our Services. We may also share (or permit third parties to collect) certain data, such as Automatically Collected Information, aggregated or de-identified, pseudonymized or hashed data (including email addresses), with these third parties for similar purposes, including to help segment and build audiences to support our interest-based advertising on third-party platforms. These third parties may set and access their own tracking technologies on your device (including cookies, pixels, or other technology) and may otherwise collect or have access to your personal data over time, including about your visits to the Services as well as other

websites and online services, some of which may be personal information or personal data under various state laws. Companies that we share data with, including ad agencies and networks, may use the data, often in combination with their existing data, in order to present more relevant advertisements that may be of interest to you, and to help us and third parties to do the same.

- **With other users**, if you buy or sell tickets through the Services, we disclose certain information to the seller or buyer (as applicable) to fulfill the ticket transfer (for example, name, email address, and if necessary to fulfill the sale, shipping address).
- **In connection with sweepstakes, contests, and promotions** (any, a "Promotion") we may offer that may require registration. By participating in a Promotion, you are agreeing to the provisions, conditions, or official rules that govern the Promotion, which may impose specific requirements on you (including, without limitation, and except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness, or other indicia of persona in advertising or marketing materials). If you choose to enter a Promotion, personal data may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, as required by law, or as permitted by the Promotion's terms or official rules (such as on a winners list).
- **To respond to subpoenas and otherwise fulfill legal obligations**, including 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. We may also use certain information to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers, or law enforcement agencies, in our discretion. You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to us or our service providers for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud.
- **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 (including, without limitation, during the course of any due diligence process), including: (i) to a subsequent owner, co-owner, or operator of the Services; or (ii) in connection with a corporate merger, consolidation, restructuring, bankruptcy, the sale of certain of Vivid Seats ownership interests, assets, or both, or other company change. By providing your data, you understand and agree that we may transfer such data to the acquiring entity without your further consent, except where required by law.
- **In connection with employment applications**, if you apply for a job with Vivid Seats, please note that we use a careers portal that is operated by a third party, and we or our service provider(s) may ask you to provide self-identifying information (such as veteran status, gender, and ethnicity) in conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission and other federal, state, and local

regulatory agencies. Providing such self-identifying information is voluntary, but if you do provide such information, we and/or our service providers may submit that information to the appropriate government or regulatory agencies to fulfill reporting requirements and use that information to defend against employment-related complaints.

- **With your prior consent to do so.**

We will not disclose text messaging opt-in data or consent with any third parties for their marketing purposes. If you participate in the Vivid Seats text message program, your participation is subject to the [Vivid Seats Text Messaging Terms & Conditions](#).

3. THIRD PARTY LINKS, CONTENT, SITES, AND FRAMES

Our Services include links to other websites whose privacy practices may differ from those of Vivid Seats or content that is served by a third party. If you submit personal information to any of those sites, or to any third parties through third party content, your information is governed by their privacy policies. In addition, some of our pages utilize framing techniques to serve content from our partners while preserving the look and feel of our Services. The third-party operators and content providers use their own cookies or other tracking technology, and they may independently collect data from or about you. Please be aware that you are providing your personal information to these third parties and not to <http://www.vividseats.com> and the third parties' privacy policy will govern their use of your information. We encourage you to carefully read the privacy policy of any other website you visit, and of any third parties to whom you provide personal information.

4. SECURITY AND RETENTION

We follow generally accepted commercially reasonable industry standards designed 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. You use the Services and provide us your information at your own risk.

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 Services, you can email us at privacy@vividseats.com.

5. GENERAL AUDIENCE SITE

Our Services are not directed to or intended to be used by individuals under the age of 18. We do not knowingly request, collect, or sell personal information from any person under 18 years of age. If you believe that your child under the age of 18 has submitted personal information to us in connection with our Services, and without prior verifiable parental consent, please email us

at privacy@vividseats.com so that we can take steps to delete the personal information that they provided in accordance with applicable law.

6. Your Choices and US State Privacy Rights

Your Choices

You have choices about how certain personal information is used and shared. Your choices relate to and include:

- **Testimonials.** We display personal testimonials of satisfied customers on our Services in addition to other endorsements. If you have provided us or a third party with a testimonial or review, 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.
- **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 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.
- **Push Notifications.** If you have accepted push notifications through our mobile application, you can also turn off push notifications in your device settings.
- **Managing Cookies.** We, our affiliates and third parties use cookies such as Google Analytics in order to understand how you interact with our Services. 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/>. Additionally, we, our affiliates and third parties may use other tracking technologies such as pixel tags, web beacons, SDKs, scripts and/or similar technologies on our Services and emails. As described further in the Privacy Preferences tool accessible via the footer of our site, some of these cookies and similar technologies are necessary for the Services to function, while some optional technologies are used for certain functional purposes and to measure and analyze the performance of our ads on third party platforms. You can choose to decline all optional technologies in the Privacy Preferences tool accessible via the footer of our Site. You can also activate settings on your Internet browser to refuse the setting of some or all cookies or take steps to remove existing cookies from your browser if you wish. Please keep in mind, however, that if you use your Internet browser settings to block essential/required cookies you may not be able to access all or parts of our Services and products and services. For further information about managing cookies,

please visit www.allaboutcookies.org. Please note that disabling or clearing cookies also may affect cookie-based opt-outs, including opt-outs set through our Privacy Preferences tool, 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/tools and renew your opt-out after clearing cookies.

- **Mobile Devices.** Your mobile device may offer settings relating to cookies, pixel tags, SDKs, scripts 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.
- **Interest-Based Advertising Choices.** As described above, we may use audience builders and similar tools offered by third parties and engage in interest-based advertising on third party sites. To understand your choices for receiving more relevant advertising provided on 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>.
 - 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 or advertising from other third parties if they are not a DAA or NAI participating company.
 - Your opt-out choices are browser and device specific; if you disable your cookies, upgrade your browser after opting out or if you use multiple different devices, please opt-out on each device and each browser separately.
- **Rewards Program.** You may withdraw from our Rewards Program at any time by emailing us at privacy@vididseats.com.
- **Review, Delete, and Correct Your Data.** You may access or update certain personal information we hold by making a change on the member information page. You may request to update or delete or correct your personal information by emailing us at privacy@vididseats.com. However, we need to retain all information for active accounts to provide you services. To request that we deactivate your account, please contact us at privacy@vididseats.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.

- **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 visit our “Do Not Sell or Share My Personal Information” page.

US State Privacy Rights

We set forth above the categories of personal data we process, the purpose for processing personal data, the categories of personal data shared, and the categories of third parties with whom personal data is shared. Residents of Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah, and Virginia have certain privacy rights with respect to this data, as described below.

Exercise Your Rights

If you are a Consumer residing in Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah, or Virginia (as defined in each state's respective law) and would like to exercise your applicable rights, please contact us at privacy@vividseats.com.

To make an access, deletion or correction request, please email privacy@vividseats.com. To submit a request to opt out of the sale or sharing of your information, or to opt out of targeted advertising, please visit our “Do Not Sell or Share My Personal Information” page. To opt out of targeted advertising by certain companies, please see the section on “Interest-Based Advertising Choices” above. We will work to comply with your requests within the timeframes set out under applicable laws.

- **Right to Access/Know/Obtain Your Information/Data Portability (CO, CT, DE, IA, MT, NE, NH, NJ, OR, TX, UT, and VA residents).** You may have a right to request that we confirm whether we process information about you and give you access to that information in a portable and, to the extent technically feasible and where required by applicable law, readily usable format that allows you to transmit the information to another business without impediment. For Oregon residents, and where otherwise provided by applicable law, this includes a list of third parties with whom we have shared personal information. For Delaware residents, and where otherwise permitted by applicable law, you have the right to request a list of the categories of third parties with whom we have specifically shared your information.
- **Right to Delete (CO, CT, DE, IA, MT, NE, NH, NJ, OR, TX, UT, and VA residents).** You may have a right to request that we delete personal information we maintain about you. However, please note that we generally need to retain information for active accounts to continue to provide you services. To request that we deactivate your account, please contact us at privacy@vividseats.com. We will respond to your

request within a reasonable timeframe. We will retain and use information, even if your account is deactivated, as is necessary to comply with our legal obligations, resolve disputes, enforce our agreements, and as otherwise permitted by applicable law.

- **Right to Correct (CO, CT, DE, MT, NE, NH, NJ, OR, TX, and VA residents).** You may have a right to request that we correct inaccurate personal information we maintain about you. You may update your personal information by making a change on the member information page.
- **Right to Opt Out of Sales or Targeted Advertising (CO, CT, DE, IA, MT, NE, NH, NJ, OR, TX, UT, and VA residents).** You may request to opt out of Vivid Seats’ “sale” and “sharing” of your personal information to third parties, and opt out of Vivid Seats’ processing of personal information for targeted advertising. If you opt out, going forward, we will not engage in certain types of data sharing and processing for the purpose of interest-based or targeted advertising, unless you later direct us to do so. Please note, however, that while certain US state laws (including California) consider Vivid Seats’ disclosure of personal information to third parties to be a “sale”, Vivid Seats does not sell personal information for monetary consideration, including to third parties for the third party to license or sell the personal information to other third parties, and therefore does not “sell” personal information as defined under certain other US state laws (including Virginia, Nevada, and Iowa). If you are a resident of Virginia, Nevada, Iowa, or other US states, and wish to submit an inquiry regarding our privacy practices, please contact us at privacy@vividseats.com.
- To disable sharing through cookies set by third parties that may potentially be “sales” or “sharing” or “targeted advertising” under applicable state laws, please open our Privacy Preferences center by clicking the link on the footer of our Site.
- **Opt-Out of Profiling in furtherance of legal or similarly significant effects (CO, CT, DE, MT, NE, NH, NJ, OR, TX, UT, and VA residents).** Vivid Seats does not process your personal data for the purposes of profiling in furtherance of decisions that produce legal or similarly significant effects as defined by applicable laws.

Sensitive Data – If you are a Colorado, Connecticut, Delaware, Nebraska, New Hampshire, New Jersey, Texas, or Virginia resident, we will obtain your consent to the processing of any Sensitive Data (as defined by the applicable state law) we collect.

Vivid Seats will not discriminate against you in the event you exercise any of these privacy rights. However, before completing your request, we may need additional information to verify your identity. We may send you a link to verify your email address and may request additional documentation or information solely for the purpose of verifying your identity. If you have an account with us, we will also verify your identity through our existing authentication practices for your account.

Depending on your location, you may also designate, in writing or through a power of attorney document, an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have

authorized them to act on your behalf, and we may need you to verify your identity directly with us.

Right to Appeal

CO, CT, DE, IA, MT, NE, NH, NJ, OR, TX, and VA residents also have the right to appeal our decision regarding a request related to these rights by contacting us at privacy@vividseats.com.

Notice to Nevada Residents

Pursuant to Nevada law, you have the right to opt-out of the sale of certain covered personally identifiable information (PII) we have collected about you through our websites and online services. Please note that Vivid Seats does not sell your covered information as those terms are defined under applicable Nevada law. However, you may still submit an opt-out request and we will honor that request as required by Nevada law if we were to engage in such a sale in the future. If you are a Nevada resident and would like to opt-out of the sale of your covered information, please submit your request to privacy@vividseats.com. Your request must include your full name, street address, city, state, and zip code. Please contact us from the email address you have used to interact with us, or else provide us with that email address in your Nevada Opt-Out request email. We may contact you via such email address as needed regarding this request. If you previously provided a phone number to us, including it in your Nevada Opt-Out request email will assist us in identifying you and processing your request. You may also be required to take reasonable steps as we determine from time to time in order to verify your identity and/or the authenticity of the request. We will respond to your request within sixty (60) days either confirming that your request has been processed or indicating that we need an additional thirty (30) days to complete the request.

Colorado Loyalty Program Disclosures

We provide the Vivid Seats Rewards Program, which provides you with loyalty benefits, such as a reward credit for every ten stamps earned on your eligible purchases that are redeemable for tickets, birthday rewards, and eligibility for surprise upgrades. This program is subject to termination at any time at our sole discretion. Additional information available at <https://www.vividseats.com/rewards>.

We do not sell or process that data for targeted advertising purposes. The Vivid Seats Rewards Programs does not include loyalty program partners, which is defined as an unaffiliated third party who offers benefits to a company's loyalty program members.

For information regarding how we process all other categories of data please review the "What Information Do We Collect?", "How Do We Collect Information?", "How Do We Use Information?", and "How Do We Share Personal Information?" sections of this Policy.

Impact of Deletion of Personal Data: If you are a Vivid Seats Rewards Program member who is eligible to and chooses to exercise your right to delete your personal data, your Vivid Seats account, including the unique membership identification number, any accrued stamps and reward credits associated with the account, your contact information, and any other information

tied to your membership account will also be deleted. There is no benefit of the Vivid Seats Rewards Program that can be extended to you after the deletion of your personal data.

Our program is based on stamps and reward credits which accrue to your unique membership identification number based on your purchases. Stamps and reward credits are earned and redeemed based on your transaction activity.

Without the ability to relate and track your transactions to the membership identification number that will be deleted as a result of your deletion request, we will be unable to add stamps or redeem reward credits based on your transaction activity or access any previously accrued stamps or reward credits.

Once your unique membership identification number is deleted from our systems, we will be unable to recognize your membership identification number to provide you with access to your order history, stamps, reward credits, and other member-only benefits that we may offer from time to time. If you choose to exercise your data privacy rights such that your membership in the Vivid Seats Rewards Program is impacted, we will notify you at the contact information you have provided to us of the consequences of your decision and request your affirmative consent prior to discontinuing your membership or benefits.

If you are a California consumer, please see our Notice of Financial Incentive below.

7. CALIFORNIA RESIDENTS

California Privacy Notice

This California Privacy Notice is updated and effective as of March 27, 2025.

This section applies if you are a California resident and supplements the information in other sections of this Policy. This California Privacy Notice sets forth the disclosures and rights for California Consumers regarding their Personal Information, as required by the California Consumer Privacy Act of 2018 (“CCPA”), the California Privacy Rights Act of 2020 (“CPRA”), and any implementing regulations adopted thereunder. Terms (including defined capitalized terms) used in this California Privacy Notice have the same meanings given in the CCPA, CPRA, and the associated regulations, unless otherwise defined. For purposes of this section, references to “personal information” includes “sensitive personal information” where applicable, unless otherwise indicated.

Exercising Your California Rights

California Consumers have the right to request: (1) that we disclose to you what personal information we collect, use, disclose, and sell/share, including the right to request that we provide to you the specific pieces of personal information we have collected about you (“**Right to Know**”); (2) that we delete the personal information we have collected from you (“**Right to Delete**”); (3) that we correct inaccurate personal information we hold about you (“**Right to Correct**”); (4) to opt out from the sharing of your personal information to a third party for cross-context behavioral advertising (i.e. targeted advertising) (“**Right to Opt-Out of Sharing**”); and

(5) to opt-out from the sale of personal information (“**Right to Opt-Out of Sale**”), all subject to the meanings and exceptions set forth in the CCPA and CPRA. More information on each of these rights is below.

In your request, you must provide enough information to allow us to verify you are the person about whom we collected personal information, or their authorized representative. You must also describe your request with enough detail so that we can understand, evaluate, and respond to it. We can’t respond to your request if we can’t verify your identity. Making such a request does not require you to create an account with us, and we will only use the information you provide in a request to verify your identity.

Verifying Your Requests

We will take reasonable steps to verify your identity based upon the information you provide and the type of request you are making.

When you exercise your Right to Know, Right to Delete, and/or Right to Correct, we may ask that you provide us with information, beyond your full name, in order to verify your identity and fulfill your request. If we are unable to verify that the individual submitting the request is the same individual about whom we have collected information (or someone authorized by that individual to act on their behalf), we will not be able to process the request.

Agents

If you are an authorized representative submitting a request on a user’s behalf, please complete the applicable request per the instructions below. We will follow up to request a signed, written permission signed by the individual who is the subject of the request authorizing you to make the request on their behalf. The written permission must state your full legal name, the full legal name of the individual who is the subject of the request and needs to be clear about the permission granted. Alternatively, you may submit a copy of a power of attorney under Probate Code sections 4000-4465. In either case, please also indicate in your email the nature of your request. The Consumer’s identity, in addition to your own, will need to be independently verified in order for us to be able to fulfill your request. We may also ask the Consumer to directly confirm with us that they provided you permission to submit a request. Please keep in mind that if we do not receive adequate proof that you are authorized to act on the Consumer’s behalf, we may deny the request.

Right to Know, Delete, & Correct

California Consumers have the right to know what information we have collected about you (the categories and the specific pieces of information), the right to delete information, and correct information. If you are a California Consumer and would like to exercise your Right to Know, Delete, and/or Correct please email privacy@vividseats.com.

In order to have us provide specific pieces of information, we will require a signed declaration under penalty of perjury that you are the consumer whose Personal Information is the subject of the request.

Please note that as part of the verification process, once you submit a request to delete, we may follow up and require you to confirm that you want your information deleted.

Right to Opt-Out of the Sale of Personal Information or Sharing for Cross-Contextual Behavioral Advertising

California Consumers have the right to opt-out of the “sale” or “sharing” of your personal information. Vivid Seats does not sell your personal information for monetary compensation, but as discussed above, Vivid Seats engages in certain online advertising practices (and third-party analytics and similar activities), which may be considered a “sale” or “share” for cross-context behavioral advertising (i.e., targeted advertising), whether or not for monetary or other valuable consideration.

If you are a California Consumer and would like to exercise your Right to Opt-Out of “Sale” or “Sharing”, please complete the “Do Not Sell or Share My Personal Information” form located in our Site footer.

To disable sharing through cookies set by third parties that may be considered “sales” or “sharing” under the CCPA and CPRA, you can modify your cookies settings by accessing the Privacy Preferences pop-up through our Site footer.

In addition, the Digital Advertising Alliance also offers tools for California Consumers to send requests under the CCPA and CPRA to opt out of the sale of personal information by some or all of the participating companies at <https://www.privacyrights.info/>.

Collection, Use, and Disclosure of Personal Information. The table below sets out the categories of personal information that we collect and disclose (if applicable), including our collection and disclosure of information and our purposes for collecting such information. The Personal Information we collect about you will depend upon how you use our Services or otherwise interact with us. Accordingly, we may not collect all of the below information about you.

In addition to the below, we may also collect and/or use additional types of information, and will do so after providing notice to you and obtaining your consent to the extent such notice and consent is required by applicable law:

Category of Personal Information Collected	Categories of Sources from which Information is Collected	Business or Commercial Purposes of Collection / Use	Categories of Third Parties to whom we Disclose for Business Purposes
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<p>Identifiers such as name, email address, telephone number and IP address</p> <p>Personal Information categories listed in the California Customer Records statute such as name and address</p>	<p>We may collect this type of information from:</p> <p>Consumers,</p> <p>Vivid Seats Family of Companies,</p> <p>Cookies and Tracking Technologies,</p> <p>Third party social media companies,</p> <p>Third party business partners, such as Event Partners, data analytics providers, advertising networks, or joint marketing partners, and</p> <p>As otherwise described in this Policy.</p>	<p>To provide the Services, including to create and maintain user accounts, verify user identity when the user corresponds about their order; facilitate sales of tickets, and process, fulfill and deliver orders; for anti-fraud verification (including sending you a text message for fraud prevention and security purposes prior to processing your order); to provide you with information on how to track your order status; to contact you, including to gather feedback on our Services; to respond to you; for personalization of your experiences with us; for marketing and advertising, including for targeted advertising and to send you marketing text messages that you explicitly consent to receiving; for analytics; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.</p>	<p>Service providers, such as ticket platform providers and order fulfillment vendors; advertising and analytics partners; parent, subsidiary, and affiliated companies; social media and other third party platforms; business partners, such as Event Partners including sports teams, sports leagues, event organizers, ticketing partners, or other joint marketing or program partners; other users such as Marketplace Sellers (to the extent necessary to fulfill your order); third parties we partner with for contests, sweepstakes, promotions; third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</p> <p>We will not disclose text messaging opt-in data or consent with any third parties for their marketing purposes.</p>
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Commercial information, such as information (including transaction and listing information) about tickets bought or sold, including tickets bought as a gift	<p>We may collect this type of information from:</p> <p>Consumers,</p> <p>Vivid Seats Family of Companies,</p> <p>Cookies and Tracking Technologies,</p> <p>Third party business partners, such as Event Partners, and</p> <p>As otherwise described in this Policy.</p>	<p>To provide the Services, including to facilitate sales of tickets, process, fulfill and deliver orders, and process payments; to contact you; to respond to you; for personalization of your experiences with us; for marketing and advertising, including for targeted advertising; for analytics; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.</p>	<p>Service providers; advertising and analytics partners; parent, subsidiary, and affiliated companies; social media and other third party platforms; third party business partners, such as Event Partners including sports teams, sports leagues, event organizers, ticketing partners or other joint marketing or program partners; other users such as Marketplace Sellers (to the extent necessary to fulfill your order); third parties we partner with for contests, sweepstakes, promotions; third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</p>
Internet and other electronic network activity, such as device information,	<p>We may collect this type of information from:</p>	<p>To provide the Services; for analytics; for personalization of your experiences with us and to enhance functionality</p>	<p>Service providers; order fulfillment vendors; advertising and analytics partners; parent,</p>

<p>browsing navigation and other information regarding a user's interaction with our Services</p>	<p>Consumers, Vivid Seats Family of Companies, Cookies and Tracking Technologies, Third party social media companies, Third party business partners, such as data analytics providers, advertising networks, or joint marketing partners, and As otherwise described in this Policy.</p>	<p>of the Services; for marketing and advertising, including for targeted advertising; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.</p>	<p>subsidiary, and affiliated companies; social media and other third party platforms; third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</p>
<p>Precise Geolocation Data</p>	<p>We may collect this type of information from: Consumers.</p>	<p>To provide the Services, such as to help you find events near your location; for personalization of your experiences with us; for marketing and advertising, including for targeted advertising; for analytics; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.</p>	<p>Service providers; order fulfillment vendors; advertising and analytics partners; parent, subsidiary, and affiliated companies; social media and other third party platforms; third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as</p>

			required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).
Visual information, such as your photograph, if you choose to provide it	We may collect this type of information from: Consumers.	To provide the Services, including to verify user identity; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.	Service providers; parent, subsidiaries, and affiliated companies; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).
Inferences drawn from other information to create a profile reflecting a user's preferences or behavior	We may collect this type of information from: Consumers, Vivid Seats Family of Companies, Cookies and Tracking Technologies, Third party social media companies, Third party business partners, such as Event Partners, data analytics providers, advertising	To provide the Services; for personalization of your experiences with us; for marketing and advertising, including targeted advertising; for analytics; for our business purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.	Service providers; advertising and analytics partners; parent, subsidiary, and affiliated companies; social media and other third party platforms; third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition; third parties or affiliated companies when you agree to or direct that we share your information with them; and other third parties (including government agencies and law enforcement) as required by law or in connection with court proceedings (such as

	networks, or joint marketing partners, and As otherwise described in this Policy.		pursuant to subpoenas or court orders).
Sensitive information: Vivid Seats account log-in information (email address and password)	We may collect this type of information from: Consumers.	To provide the Services, including to create and maintain user accounts and verify user identity; for anti-fraud verification; for our business purposes; for legal, contractual, and safety purposes; and as otherwise disclosed in the Policy, for the purpose disclosed at the time you provide your information, or otherwise with your consent.	Service providers.

Right to Limit Use of Disclosure of Sensitive Personal Information

Further information about the purposes for which we collect the information is described in Section 1 above. Under the CPRA Regulations, a business must only provide the Right to Limit the Use and Disclosure of Sensitive Personal Information when such use is collected or processed for the purpose of inferring characteristics about a Consumer, or does not fall under certain statutory exceptions, pursuant to CPRA §1798.121. Vivid Seats only uses and discloses sensitive personal information for the purposes specified in the California Consumer Privacy Act, and we therefore do not offer this right at this time.

Data Retention

In addition, as described above, we retain 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.

Sale and Sharing of Personal Information/Targeted Advertising. We do not have actual knowledge that we “sell” or “share” the personal information of known minors under 18 years of age.

However, we do sell and share certain categories of personal information as defined under CCPA, and in the preceding 12 months, have sold and shared personal information as follows:

Categories of Personal Information “Sold” and “Shared”	Categories of Third Parties to whom Personal Information is Sold/Shared for Targeted Advertising
<p>Identifiers such as name, email address, and IP address.</p> <p>Personal Information categories listed in the California Customer Records statute such as name and address.</p> <p>Commercial information, such as information (including transaction and listing information) about tickets bought or sold, including tickets bought as a gift.</p> <p>Information about your interests and preferences, such as information about the Services you purchased, obtained, considered, or other purchasing or consuming histories or tendencies.</p>	<p>Third party marketing and advertising and analytics, social media platforms, and similar partners for marketing and targeted advertising purposes.</p> <p>With select Event Partners for direct marketing and targeted advertising purposes.</p>
<p>Internet and other electronic network activity, such as device information, location information, browsing navigation, and other information regarding a user’s interaction with our Services.</p>	<p>Third party marketing and advertising and analytics, social media platforms, and similar partners for marketing and targeted advertising purposes.</p>

“Do Not Track” and Global Privacy Control Signals.

Do Not Track. Please note that your browser settings may allow you to automatically transmit a “Do Not Track” signal to websites and online services that you visit. There is no consensus among industry participants as to what “Do Not Track” means in this context. Like many websites and online services, Vivid Seats does not alter its practices when it receives a “Do Not Track” signal from a visitor’s browser except as specifically required by law. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

Global Privacy Control. Global Privacy Control (“GPC”) is a technical specification in your browser settings that you can use to automatically inform websites of your privacy preferences with regard to third party online tracking. To find out more about and set up GPC, please visit <https://globalprivacycontrol.org/#about>.

Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights. California Consumers have the right to not receive discriminatory treatment for exercising CCPA CPRA rights. We will not discriminate against you for exercising your CCPA CPRA rights.

California Notice of Financial Incentive

Under California regulations, certain programs we offer that provide benefits to Consumers may be considered financial incentive programs. We may collect personal information from you in connection with these programs, such as contact information and certain commercial information (e.g., transaction history) for a number of reasons, including to administer the program, contact you with regard to your account (if any), to provide the benefits to you, to better serve you, and to fulfill your requests associated with the program.

To opt into the programs, you may need to provide certain information, register for an account and agree to the applicable program terms, or otherwise follow the instructions associated with that applicable program. Please also see the terms of the program you are joining for additional description of the program and any additional requirements. Participation in our loyalty or other similar programs is voluntary and you can withdraw at any time. To withdraw from the loyalty or other programs, please email support@vididseats.com.

To the extent that we provide a program that may be considered a financial incentive because the program is directly or reasonably related the collection, deletion, or sale or retention of Consumer personal information, the value is reasonably related to the overall value we receive from the personal information participants provide specific to the program minus the costs and expenses we incur in providing the program.

Your California Privacy Rights / “Shine the Light”

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. You must put the statement “Your California Privacy Rights” in the subject field of your email to privacy@vididseats.com. You must include your name, street address, city, state, and ZIP code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.

8. INTERNATIONAL USERS

If you provide personal information through our Services, 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 Services, 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@vididseats.com to delete your account and then cease using our services. Those who access or use our Services 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 information. Accordingly, the level of safeguards and legal protections provided in the United States or other non-European countries from which you may access our Services 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.

9. DATA PRIVACY FRAMEWORK

We will treat all personal information subject to this Policy that is received from the EU, UK, and Switzerland in accordance with the Data Privacy Framework (“DPF”). Vivid Seats, as well as its U.S subsidiaries Vivid Picks, LLC, Vegas.com, LLC and LasVegas.com, LLC complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Vivid Seats has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union and the United Kingdom in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. Vivid Seats has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this Policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the DPF program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

For the avoidance of doubt, Vivid Seats' adherence to the DPF does not apply to any human resources data.

Vivid Seats is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC) related to its compliance with the DPF Principles.

10. EUROPEAN RESIDENTS

If you are a resident of the EU or Switzerland, you may have certain rights under data protection law in your jurisdiction with respect to your personal information, including the right to request access to, correct, amend, delete, limit the use of, or withdraw your consent for the processing of your personal information. You may also have the right to receive a copy of your personal information 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 personal information, or to otherwise exercise any of your rights in this paragraph, email us at privacy@vividseats.com. Please remember that if you delete or limit the use of your personal information, you may not be able to use the services provided through our Site or Apps.

Vivid Seats commits to resolve complaints about our collection or use of your personal information transferred to the U.S. pursuant to the Data Privacy Frameworks. EU and Swiss

individuals with Data Privacy Framework inquiries or complaints should first contact Vivid Seats at privacy@vividseats.com. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit https://go.adr.org/dpf_irm.html for more information and to file a complaint. In the event you have a dispute or complaint with respect to your personal data, you are entitled to invoke binding arbitration, which may be referred to the International Centre for Dispute Resolution at the American Arbitration Association.

11. LIABILITY FOR ONWARD TRANSFERS

Vivid Seats will transfer personal data to third parties only for limited and specific purposes. Vivid Seats will obtain contractual assurances from third parties that they will safeguard personal data in a manner consistent with this Policy and that they will provide at least the same level of protection as is required by the relevant DPF Principles. Vivid Seats recognizes its responsibility and potential liability for onward transfers to third parties.

12. CHANGES TO PRIVACY POLICY

We reserve the right to make changes to or modify this Policy in our discretion at any time, and may apply any changes to information previously collected, as permitted by applicable law. When we make material changes to this Policy, we will notify you by posting the updated Policy on our Services, update the effective date at the top of this Policy prior to the change becoming effective, and take other steps to the extent required by applicable law, such as through contact information you have provided. By continuing to use our Services after being notified of material changes to this Policy, you agree that the terms of this Policy as of the effective date will immediately apply to information previously collected or collected in the future. We will provide notice and obtain your consent to the new policy, which may be opt-in or opt-out consent, if required, or which may occur through your continued use of the Services to the fullest extent allowed by applicable law.

13. CONTACT US

You can reach us by email at 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

24 E. Washington St., Suite 900

Chicago, IL 60602

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

24 E. Washington St., Suite 900

Chicago, IL 60602

legal@vividseats.com

Canadian Privacy Policy

Effective on March 27, 2025

If you are a resident of Canada, this Privacy Policy (this “Policy”) applies to the website located at www.vividseats.com and its associated webpages (“Site”), the Vivid Seats mobile applications (“Apps”), and any other features or services we offer that post or provide this policy (collectively, the “Services”), and information we collect offline, which we may combine with online data, 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, uses, and otherwise processes 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.

By accessing, using, or otherwise interacting with any part of the Services, or by otherwise providing personal information, you agree to be bound by the terms of this Policy and the applicable [Terms of Use](#), which govern your use of the Services. However, if you do not accept this policy or the applicable terms, then you should not use, and are not authorized to use, the Services or provide personal data to us.

This Policy describes how Vivid Seats collects, uses, secures, and shares your personal information. It also describes the choices available to you regarding the use of, your access to, and how to update, rectify, and correct your personal information. You can withdraw your consent at any time. 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](#).

As part of the services we offer to business clients, we provide a ticketing platform that enables individuals the ability to purchase tickets through a connection to a Vivid Seats API or otherwise or with the use of inline frame or other framing techniques (“Client Services”). When we collect

information through the Client Services, we operate as a service provider for our clients. For the Client Services, we collect, use, share, and otherwise process the data on behalf of our clients and as directed by our clients. The collection, use, sharing, and other processing of personal information collected through the Client Services is governed by our client's privacy policy and their terms of use. If you purchase a ticket or otherwise interact with any of our clients, and you have any questions about how your information is used, please contact the client directly.

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1. HOW DO WE COLLECT AND USE PERSONAL INFORMATION?

This section sets out how we collect personal information, what we collect, and why we collect it. As explained below, we collect personal information (a) that you provide directly to us (through our Site and Apps, or when you communicate with us), (b) that your devices automatically provide to us, and (c) from third parties (such as other Vivid Seats users, our business affiliates, and ad partners).

a. Information You Provide Directly

We collect personal information that you provide to us directly when you use our service, including to:

- **Create an account with us.** To use our Site and Apps, you will be required to provide certain personal information such as your name, email address, mailing address, postal code, birth date and month, and password. Your photograph, only if you agree to provide it and then upload it, may also be collected for the purpose of verifying your identity when creating an account with us. We use this information to process, create, maintain, and service your account. We strongly recommend that you do not share your password with anyone. We will never ask you for your password in any unsolicited communication (such as letters, phone calls, or email messages). If you become aware of any unauthorized access to or use of your account, we ask that you notify us immediately.
- **Purchase tickets or list tickets for sale.** When you purchase or list tickets for sale, we will collect personal information such as your name, email address, mailing address, postal code, phone number, billing address, credit card or other payment information, PayPal address, and name and address of a gift recipient (if applicable). In addition, if you are selling tickets, we will also collect information relating to your listed tickets such

as the event, event date, event location, quantity, section, and row. Your photograph, only if you agree to provide it and then upload it, may also be collected for the purpose of verifying your identity when buying or selling tickets on our Site and Apps. We use this information to provide you with accurate listings, fulfill your orders, process your payments, pay you if your tickets sell, calculate shipping options, and send you order-related text messages (subject to the Vivid Seats Text Messaging Terms & Conditions). We may send you a text message for fraud prevention and security purposes prior to processing your order.

- **Verify your identity.** When you request to create an account with us or buy or sell tickets on our Site or Apps, we may also collect your photograph, only if you agree to provide it and then upload it, for the purpose of verifying your identity.
- **Subscribe to our email newsletter.** When you subscribe to our email newsletter, we will collect contact information, including your name and email address. We use this information to send you relevant newsletters, offers, and promotions. These communications may contain links for preference management and, where appropriate, unsubscribe links should you decide you do not want to receive further communications.
- **Information you provide through social media.** This includes information that you use in connection with our Site and Apps, or that share or allow you to share information with us, such as Meta. 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. You may also have the opportunity to log in through or otherwise connect your third-party social media account. In addition, the third-party platform may set their own cookies and collect data about your use of the Site or App, including your IP address or other device identifiers, and which pages you visit on the Site or App. These third-party platforms may be able to collect certain data on your visits to the Site or App regardless of whether or not you affirmatively interact with the feature and whether or not you are logged into (or have) an account with the third-party platform. If you are logged out or do not have an account and visit a page with a social plug-in, your browser sends a more limited set of data. Like other sites, the third-party platform will receive data about the webpage you are visiting, the date and time of your visit, and other browser-related data. They may use that data to help them improve their products or for other purposes set forth in their privacy policy. We may also receive data about you if other users of social media give us access to their profiles and you are one of their connections or “friends”. The data we collect is subject to this Policy. The data collected and stored by the third party remains subject to the third party’s privacy practices, including, without limitation, whether the third party continues to share data with us, the types of data shared, and your choices with regard to what is visible to others on that third party website or service. The third party may allow you to remove the application or feature, in which case we will no longer collect data about you through the application or feature but may retain the data previously collected. If you choose to post information to a third-party platform, that information may be public.

- **Participate in the Rewards Program.** When you participate in our rewards program, we will collect your name and email address (as provided by you during account creation) to provide you with stamps and rewards credits that you earn through our rewards program, and your birth date and month (as and if provided by you during account creation), to offer you surprise upgrades and exclusive invites.
- **Contact us.** When you contact us for customer support or otherwise communicate with us, we will collect certain personal information such as your name, email address, mailing address, postal code, phone number, and the information you provide in your communications to us. We use this information to respond to you when you place an order or correspond with us by email or otherwise communicate with us for customer service purposes, make a request or inquiry, share a comment or concern, or to administer, improve, and secure the Site and Apps.
- **Enter contests or sweepstakes.** When you enter contests or sweepstakes (any, a “Promotion”) or register for other activities (for example, viewing a livestream) on our Site and Apps or via our social media channels, we may collect your name, email address, mailing address, postal code, phone number, and any additional information or content required for the Promotion, including to deliver a prize to you, or that you otherwise provide, including your social media handle, profile picture, and public posts or comments you make about our Promotion on social media networks. We use this information for the purposes of administering the Promotion and communicating with you about the Promotion. As part of a Promotion, we may also share or otherwise publish the content you submit. By participating in a Promotion, you are agreeing to the provisions, conditions, or official rules that govern the Promotion, which may impose specific requirements on you (including, without limitation, and except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness, or other indicia of persona in advertising or marketing materials). If you choose to enter a Promotion, personal data may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, as required by law, or as permitted by the Promotion’s terms or official rules (such as on a winners list).
- **Participate in Surveys.** From time to time, we may offer you the opportunity to participate in one of our surveys on an optional basis. We use the information collected through our surveys to help us understand our customer needs and determine your satisfaction with our Site, Apps, and services, to develop and improve our services, including the Site and Apps, and to communicate with you about the surveys.

2. Information Automatically Collected

When you visit or use our Site and Apps, we may collect information automatically, including information that we, our affiliates, and/or third parties we work with collect 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 information may be collected through first-party and third-party cookies, pixel tags, web beacons, SDKs, scripts, and/or similar technologies on our Site, Apps, and emails, as described further in the Privacy Preferences tool accessible via the footer of our Site

and through the menu of our app, or through mobile analytics software that allows us to better understand the functionality of our Apps on your phone.

We discuss how we automatically collect information in greater detail below.

Precise Location Data. If you opt-in, we may collect precise location data through your device. You may be able to turn off the collection of location data through the settings on your device. However, please note that we may still be able to infer your approximate location through other data we collect, such as IP address.

Automatically Collected Information may be collected through the use of the following technologies:

- **Cookies and Local Storage.** Cookies and local storage are text files placed within a browser on a device when it is used to visit the Services. Certain web browsers and browser add-ons may provide additional local data storage mechanisms. We may use cookies and similar technologies to help keep your use of the Services more secure, to study traffic patterns on the Services, to study the effectiveness of our customer communications, to maintain the integrity of the Services, to measure crash analytics and other maintenance related data, to manage and measure the performance of advertisements displayed on or delivered by or through the Services, and to personalize your experience through the Services, such as to recognize you when you return to the Services. Most browsers provide you with the ability to disable, decline, or clear cookies and local storage; please check your browser's settings for further information. However, if you disable cookies, you may find this affects your ability to use certain parts of the Services. For more information about cookies, please visit <https://www.aboutcookies.org>.
- **Pixel Tags.** Small graphic images or other web programming code (also known as web beacons or pixel tags or 1x1 GIFs or clear GIFs) may be included in our web pages and email messages. These and similar technologies may be used for a number of purposes by us and our third-party providers, including to count visitors to the Services, to monitor how users navigate Services, to count how many of our email messages were opened, or to count how many particular products were viewed, or for marketing and targeted advertising purposes. The data we collect through this technology may include the first date and time you open our email and whether you click any links included in our email.
- **Embedded Scripts.** An embedded script is programming code that is designed to collect data about your interactions with the Services, such as the links you click on. The code is temporarily used by our server or a third-party service provider or business partner while you browse or interact with the Services and is deactivated or deleted when you disconnect from the Services.
- **Chat Bots.** Vivid Seats may provide a chat feature through the Services, which will record, use, and store information you provide, including communications in the chat, for purposes of providing customer service and improving our products and services. If you

do not consent to such recording, use, and storage, please do not use the chat assistance feature.

- **Session Replay Technology.** Vivid Seats may record your interactions with the Services through session replay technology, such as what pages you visit on the Services, how long you visit those pages, and any links you click or information you provide. We use this information for our internal business purposes, such as for website analytics, to improve the Services, and to address functionality issues.
- **Data Collected Through Mobile Devices and SDKs.** We use embedded scripts and the tools provided in Software Development Kits (“SDKs”) to collect data through mobile devices such as the hardware model, operating system and version, identification numbers assigned to your mobile device, such as the ID for Advertising (IDFA) on Apple devices, and the Advertising ID on Android devices, mobile network data, and website usage behavior. SDKs are software packages that contain a set of tools that can be used to help build applications and implement new features in existing apps, including those that collect data from your device.

In addition, we may use a variety of other technologies that collect similar data for security, fraud detection, and maintenance purposes.

We also collect IP address, referral website, browser and device type, operating system version, webpage navigation, information about how often you open our emails and use our Services, the events that occur within the Services, aggregated usage, performance data, where the application was downloaded from, and other information about your activities on our Site and other websites and our Apps. We use this information to remember your interests and preferences and for analytics, including to understand how you use our Services, analyze our Site and Apps traffic, to gather demographic information about our individual users and aggregate user base, to determine the methods and devices used to access our Services, and to operate and improve our Services and lawful business activities.

We may also collect your general location-based information (i.e., your city and province/territory) derived from your IP address so that we can infer your city and province/territory location so we can recommend nearby events that may be of interest to you, which could include sending you emails, push notifications, or alerts regarding such nearby events. You can opt-out at any time by turning off your location services for the App, either within the App or in the settings of your mobile device, or through your browser settings.

3. Information from Other Sources

We may collect and use information from other sources as follows:

- **Publicly available information and purchased information,** including information about you from publicly available databases, publicly available social media pages and other websites, and aggregated information obtained from third parties to create segmented audiences. This information is collected for the purposes of anti-fraud verification and marketing, and for other purposes described in this Policy.

- **From other trusted third-party partners and 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, data joint marketing partners, third party websites, business partners, analytics vendors, marketing partners, advertising networks, search engine providers, publicly available databases or third parties from whom we have purchased data, such as public databases, data enhancement companies, data aggregators, or other similar business partners.
- **From our parent, subsidiaries, and affiliates**, including, for example, from other brands and companies, some of which operate as subsidiaries or affiliates of Vivid Seats. When Vivid Seats collects data through any of our brands, it will be accessible across the Vivid Seats family of brands and companies. The data will be used for business, operational, and marketing purposes.
- **From our service providers**, including, for example, analytics vendors, search information providers, and other service providers who collect data on our behalf. We may use this information to help us maintain the accuracy of the information we collect, personalize your experience with our 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, including those described.
- **Information provided about you by other users of our Services** (for example, we receive certain data about you (such as your name and shipping address) 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). The data we receive from other users is used to facilitate the ticket fulfillment or pick up. If you disclose any personal data relating to other people, you represent that you have the authority to do so and permit us to use the data in accordance with this Policy.

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

We may also use any of the personal information we collect for legal, contractual, and safety purposes, including but not limited to: 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.

2. HOW DO WE SHARE PERSONAL INFORMATION?

Except as provided in this Policy or as required or permitted by law, 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 Event Partners.** When you sell or purchase a ticket to an event using the Services, we may share data related to your transaction with the event partner(s) involved in the applicable event as part of our Services, such as our partner teams, leagues, venues, event sponsors, and ticketing partners. This includes our partners that are listed on our Site at <https://corporate.vividseats.com/partners>. We may share such data with these partners so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. These recipients may also use the personal information for their marketing purposes. These entities' use of such information is subject to their respective privacy policies. If you decide that you do not want to receive communications from a third party, or have questions about their privacy practices, you will need to contact that third party directly. Please see the "Your Privacy Rights and Choices" section below for additional rights you may have.
- **With Our Parent, Subsidiaries, and Affiliates.** Vivid Seats operates under a corporate parent and with other affiliated brands and companies, some of which operate as subsidiaries or affiliates. When Vivid Seats collects data through any of our brands, it will be accessible across the Vivid Seats family of brands and companies. The data will be used for business, operational, and marketing purposes.
- **With third parties to whom you agree or direct us to share your information,** so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. These entities' use of such information is subject to their respective privacy policies.
- **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 their own promotional purposes. These include the following service providers who use personal information:
 - 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.
 - For the purpose of gathering feedback on your experience with Vivid Seats.
 - For the purpose of providing you with customer support. This may include offshore customer contact and call centers.

We and our service providers may access, store, and otherwise process personal information outside your province/territory or outside Canada, including in the United States and other

foreign jurisdictions. For information about our use of service providers outside of your jurisdiction, please contact us as set out under “Contact Us”, below.

- **With third-party marketing, advertising, analytics, and similar partners.** We may allow third-party business partners (including analytics companies and marketing and advertising partners such as ad agencies and network advertisers) to use cookies, pixel tags, web beacons, SDKs, scripts, and/or similar technologies on our Services and emails to collect information about you and your activities on the Services, as described further in the “Your Privacy Rights and Choices” section below and in the Privacy Preferences tool accessible via the footer of our Site and in the menu of our Apps. We may also share (or permit third parties to collect) certain data, such as Automatically Collected Information, aggregated or de-identified, pseudonymized or hashed data (including email addresses), with these third parties for similar purposes, including to help segment and build audiences to support our interest-based advertising on third-party platforms. These third parties may set and access their own tracking technologies on your device (including cookies, pixels, or other technology) and may otherwise collect or have access to your personal data over time, including about your visits to the Services as well as other websites and online services, some of which may be personal information or personal data under various state laws. Companies that we share data with, including ad agencies and networks, may use the data, often in combination with their existing data, in order to present more relevant advertisements that may be of interest to you, and to help us and third parties to do the same.
- **With other users,** if you buy or sell tickets through the Services, we disclose certain information to the seller or buyer (as applicable) to fulfill the ticket transfer (for example, name, email address, and if necessary to fulfill the sale, shipping address).
- **In connection with sweepstakes, contests, and promotions.** We may offer sweepstakes, contests, or other promotions (any, a “Promotion”) that may require registration. By participating in a Promotion, you are agreeing to the provisions, conditions, or official rules that govern the Promotion, which may impose specific requirements on you (including, without limitation, and except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness, or other indicia of persona in advertising or marketing materials). If you choose to enter a Promotion, personal data may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, as required by law, or as permitted by the Promotion’s terms or official rules (such as on a winners list).
- **To fulfill legal and compliance purposes.** We and our Canadian, U.S., and other foreign service providers may disclose your personal information in response to a subpoena, search warrant, or other lawful valid inquiry, court order, requests by public authorities, or other legal process, or to another organization for the purposes of investigating a breach of an agreement or contravention of law or detecting, suppressing, or preventing fraud, or as otherwise required or permitted by law or legal process (which may include lawful access by U.S. or foreign courts, law enforcement, or other government authorities), 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. You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to us or our service providers for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud;
- **In the event of a sale or merger**, of some or all of our business or a merger with another company (including, without limitation, during the course of any due diligence process), including: (i) to a subsequent owner, co-owner, or operator of the Services; or (ii) in connection with a corporate merger, consolidation, restructuring, bankruptcy, the sale of certain of Vivid Seats ownership interests, assets, or both, or other company change. By providing your data, you understand and agree that we may transfer such data to the acquiring entity without your further consent, except where required by law.
- **With your prior consent to do so.**

We will not disclose text messaging opt-in data or consent with any third parties for their marketing purposes.

3. INTEREST-BASED ADVERTISING

We work with third parties such as ad networks and other advertising companies that use their own tracking technologies (including cookies and pixel tags) on our Services in order to provide you with tailored advertisements across the Internet. We may use this information to send you marketing and advertising communications based on your interactions with us, segment and build audiences, customize the listings and services we share with you on the Services and through email, track and categorize your activity and interests on our Services, make your shopping experience with us more relevant, and measure and analyze the performance of our advertising and online content. These companies may also collect information about your activity on our Services and third-party websites (such as web pages you visit and your interaction with our advertising and other communications) and use this information to make predictions about your preferences, develop personalized content, and deliver ads that are more relevant to you on third-party websites.

For more information about how you can opt out of receiving interest-based ads from third-party advertising companies, visit “Interest-Based Advertising Choices” in the “Your Privacy Rights and Choices” section below.

4. THIRD PARTY LINKS, CONTENT, SITES, AND FRAMES

Our Services include links to other websites whose privacy practices may differ from those of Vivid Seats or content that is served by a third party. If you submit personal information to any of those sites, or to any third parties through third party content, your information is governed by their privacy policies. In addition, some of our pages utilize framing techniques to serve content from our partners while preserving the look and feel of our Services. The third-party operators and content providers use their own cookies or other tracking technology, and they may

independently collect data from or about you. Please be aware that you are providing your personal information to these third parties and not to <http://www.vividseats.com> and the third parties' privacy policy will govern their use of your information. We encourage you to carefully read the privacy policy of any other website you visit, and of any third parties to whom you provide personal information.

5. SECURITY AND RETENTION

We follow generally accepted industry standards to protect your personal information, both during transmission and once we receive it.

We have implemented reasonable administrative, technical, and physical measures in an effort to safeguard the personal information in our custody and control against theft, loss, and unauthorized access, use, modification, and disclosure. We restrict access to personal information on a need-to-know basis to employees and authorized service providers who require access to fulfill their job requirements.

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 Site and Apps, you can email us at privacy@vividseats.com.

6. CHILDREN'S PRIVACY

Our Services are not directed to or intended to be used by individuals under the age of 18. We do not knowingly request, collect, or sell personal information from any person under 18 years of age without prior verifiable parental consent. If you believe that your child under the age of 18 has submitted personal information to us in connection with our Services, and without prior verifiable parental consent, please email us at privacy@vividseats.com so that we can take steps to delete the personal information that she or he provided in accordance with applicable law.

7. YOUR PRIVACY RIGHTS AND CHOICES

You have choices about how certain personal information is used and shared. Your choices relate to and include:

- **Access, Update, and Correction Requests.** Subject to applicable law, you have the right to access, update, rectify, and correct inaccuracies in, and withdraw consent to the processing of, your personal information in our custody or control. You may update your personal information by making a change on the member information page or you may make a request to access, update, rectify, or correct your personal information by emailing us at privacy@vividseats.com. To request that we access, rectify, update, correct, or deactivate your account, please contact us at 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.

- **Testimonials.** We display personal testimonials of satisfied customers on our Site and/or Apps in addition to other endorsements. If you have provided us or a third party with a testimonial or review, 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.
- **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 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.
- **Push Notifications.** If you have accepted push notifications through our mobile application, you can also turn off push notifications in your device settings.
- **Managing Cookies.** We, our affiliates and third parties use cookies such as Google Analytics in order to understand how you interact with our Site and Apps. 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/>. Additionally, we, our affiliates and third parties may use other tracking technologies such as pixel tags, web beacons, SDKs, scripts, and/or similar technologies on our Site, Apps, and emails. As described further in the Privacy Preferences tool accessible via the footer of our Site, some of these cookies and similar technologies are necessary for the Site to function, while some optional technologies are used for certain functional purposes and to measure and analyze the performance of our ads on third party platforms. You can choose to decline all optional technologies in the Privacy Preferences tool accessible via the footer of our Site. You can also activate settings on your Internet browser to refuse the setting of some or all cookies or take steps to remove existing cookies from your browser if you wish. Please keep in mind, however, that if you use your Internet browser settings to block essential/required cookies, you may not be able to access all or parts of our Site and Apps and services. For further information about managing cookies, please visit www.allaboutcookies.org. Please note that disabling or clearing cookies also may affect cookie-based opt-outs, including opt-outs set through our Privacy Preferences tool, 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/tools and renew your opt-out after clearing cookies. In addition, our Site is not designed to respond to “Do Not Track” signals.
- **Mobile Devices.** Your mobile device may offer settings relating to cookies, pixel tags, SDKs, scripts, 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.

- **Interest-Based Advertising Choices.** As described above, we may use audience builders and similar tools offered by third parties and engage in interest-based advertising on third party sites. To understand your choices for receiving more relevant advertising provided on 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 of Canada (DAAC) participating companies, please visit <https://youradchoices.ca/en/tools>.
 - 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>.
 - On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising or by downloading the appropriate version of the DAAC's AppChoices tool at <https://youradchoices.com/appchoices>.
 - Even if you opt out, you still may receive advertising from us that is not customized or advertising from other third parties if they are not a DAA or NAI participating company.
- **Rewards Program.** You may withdraw from our Rewards Program at any time by e-mailing us at privacy@vividseats.com.

Vivid Seats will not discriminate against you in the event you exercise any of these privacy rights. However, before completing your request, we may need additional information 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, such as your government issued ID. If you have an account with us, we will also verify your identity through our existing authentication practices for your account.

8. PRIVACY GOVERNANCE POLICIES AND PROCEDURES

We are committed to protecting personal information and have implemented policies and practices that govern our treatment of personal information. These policies and procedures include:

- a privacy framework that defines the roles and responsibilities for our employees and personnel with respect to the treatment of personal information throughout the lifecycle of the information,

- processes to handle data subject requests and complaints concerning the handling of personal information, and
- a framework governing the retention and destruction of personal information in accordance with our legal obligations.

9. 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 Site, update the effective date at the top of this Policy prior to the change becoming effective, and take other steps to the extent required by applicable law.

10. CONTACT US

You can reach our privacy team by email at 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

24 E. Washington St., Suite 900

Chicago, IL 60602

privacy@vividseats.com

If you believe we have not properly addressed your concerns or that we have infringed upon your rights, please contact our privacy team so that we may properly address your concerns.

U.K. Privacy Policy

Last updated on May 30, 2024

Vivid Seats, LLC is a company registered in Delaware, USA with its registered office at 24 East Washington Street, Suite 900, Chicago, IL 60602, USA (collectively with our payment processing subsidiary Vivid Seats UK Ltd., “**Vivid Seats**“, “**we**“, “**us**“ or “**our**”). Vivid Seats operates the ticket-exchange website <https://www.vividseats.com> (the “Website”). You can find further information about us on the Website.

If you are a resident of the United Kingdom, this Privacy Policy (this "Policy") applies to this Website, our mobile application (the "App"), purchases through our customer call center

(together, the “Vivid Seats Marketplace”). This Policy describes how Vivid Seats collects, shares, secures and uses the personal information you provide when you visit or use the Vivid Seats Marketplace. It also describes the choices available to you regarding the use of, your access to, and how to update and correct your personal information. Vivid Seats, LLC is a controller of your personal information collected and processed through the Vivid Seats Marketplace.

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

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How can I give you feedback or contact you?

1. What Information Do We Collect?

We, our service providers and other third parties acting on our behalf collect your personal information when you use the Vivid Seats Marketplace, register or create an online account with us, and use our services, among others. The information we collect may include the following:

- **Contact Information**, such as your name, email address, mailing address, postal code, phone number, and location-based information (including city and state derived from your IP address);
- **Account Information**, such as your email address, password and birthday;
- **Device and browsing information**, including IP address, referral website, browser and device type, operating system version, webpage navigation, information about how often you use the Vivid Seats Marketplace, the events that occur within the Vivid Seats Marketplace, aggregated usage, performance data, where the application was downloaded from, and other information about your activities on our Website and other websites and our App (collectively, "automatically collected information");
- **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 the Vivid Seats Marketplace, 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 marketplace;
- **Publicly available information and purchased information**, including information about you from publicly available databases or websites (such as 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) and aggregated information obtained from our service providers to create segmented audiences. 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 the Vivid Seats Marketplace, or that you share or allow the sharing of 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 the Vivid Seats Marketplace (for example, to share purchases and other content from the Vivid Seats Marketplace 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 personal information through the Vivid Seats Marketplace, and through email and other communications and interactions with you. We also obtain information about you from third parties, as described below:

A. Information You Provide

- **Information you share when you use the Vivid Seats Marketplace**, 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 us for customer support or otherwise communicate with us, enter contests or sweepstakes, participate in surveys, or register for other activities on the Vivid Seats Marketplace;
- **Information automatically collected**, including information that we, our affiliates and/or third parties we work with collect from the computer, tablet, phone, or other device that

you use to access the Vivid Seats Marketplace, or that you use to open an email from us. This information may be collected through first-party and third-party cookies, pixel tags, web beacons, SDKs, scripts, and/or similar technologies on the Vivid Seats Marketplace and emails, as described further in the Privacy Preferences tool accessible via the footer of our Website, or through mobile analytics software that allows us to better understand the functionality of our App on your phone. This collection includes automatically collected information, and generally does not include personal information that directly identifies you unless you provide it through the Vivid Seats Marketplace 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 independently collect. This includes, for example, aggregated information that we obtain from our service providers for the purpose of audience segmentation and related marketing activities, and information from publicly available databases or websites for purposes of identity verification. See Section 3 below for how we treat your data.
- **From our partners and service providers**, including, for example, business partners, analytics vendors, marketing partners, advertising networks, search information providers and service providers. We may use this information to help us maintain the accuracy of the information we collect, personalise your experience with our 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, including those described below in Section 3.
- **Information provided about you by other users of the Vivid Seats Marketplace** (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 collected automatically through the Vivid Seats Marketplace, 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 personal 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 provide more information on the purposes and legal bases on which we process your personal information in the table below. Where we refer to our legitimate interests as our legal basis below, this is described in more detail in the column "Purpose of Use."

Purpose of Use	Categories of Personal Data	Legal Basis for Processing
<p>To provide you with services, including to administer, improve and secure the Vivid Seats Marketplace; provide you with accurate listings; fulfill your orders and sales and process your payments; pay you if your tickets sell; verify your identity and protect the integrity of the ticket marketplace; anti-fraud verification; to process, create, maintain and service your account; and to 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, including providing you with reward credits through our Rewards Program. We may use your IP address to infer your city and state location in order to recommend nearby events that may be of interest to you. This could include sending you emails, push notifications or alerts regarding such nearby events.</p>	<ul style="list-style-type: none"> • Contact information • Account information • Device and browsing information • Listing information of tickets listed for sale on our marketplace • Purchase and sale information • Your photograph 	<ul style="list-style-type: none"> • To provide you with our services, to fulfil a contract, or take steps linked to a contract (Art. 6(1)(b)) • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f)) • Where you have provided your consent (Art. 6(1)(a))
<p>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.</p>	<p>Contact Information</p>	<ul style="list-style-type: none"> • To provide you with our services, to fulfil a contract, or take steps linked to a contract (Art. 6(1)(b)) • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f)) • Where you have provided your

		consent (Art. 6(1)(a))
<p>For personalisation of your experiences with us, including to remember your interests and preferences, customise the listings and services we share with you on the Vivid Seats Marketplace and through email; to track and categorise your activity and interests on the Vivid Seats Marketplace (including by identifying the different devices you use); and to make your shopping experience with us more relevant.</p>	Device and browsing information	<ul style="list-style-type: none"> • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f)) • Where you have provided your consent (Art. 6(1)(a))
<p>For marketing and advertising, to send you marketing and advertising communications based on your interactions with us, including through the Vivid Seats Marketplace and email; to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising”); to provide social media features; and to measure and analyze the performance of our advertising and online content.</p>	<ul style="list-style-type: none"> • Contact information • Account information • Device and browsing information 	<ul style="list-style-type: none"> • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f)) • Where you have provided your consent (Art. 6(1)(a))
<p>For analytics, to understand how you use the Vivid Seats Marketplace; to analyze the Vivid Seats Marketplace's traffic; to measure and analyze the performance of our ads on third party platforms; to understand the impact of our advertising and online content; to gather demographic information about our individual users and aggregate user base; to determine the methods and devices used to access the Vivid Seats Marketplace; and to improve our services.</p>	<ul style="list-style-type: none"> • Contact information • Account information • Device and browsing information 	<ul style="list-style-type: none"> • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f))
<p>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;</p>	<ul style="list-style-type: none"> • Contact information 	<ul style="list-style-type: none"> • To provide you with our services, to fulfil a contract, or

<p>for research; to determine your satisfaction with the Vivid Seats Marketplace and our services; to detect and prevent wireless device or other 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.</p>	<ul style="list-style-type: none"> • Account information • Device and browsing information • Listing information of tickets listed for sale on our marketplace • Purchase and sale information • Your photograph 	<p>take steps linked to a contract (Art. 6(1)(b))</p> <ul style="list-style-type: none"> • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f)) • Where you have provided your consent (Art. 6(1)(a))
<p>For legal, contractual and safety purposes, including to defend or protect us, our customers, you, or third parties from harm or in legal proceedings; to protect our rights; to protect our security and the security of our customers, employees, and property; to respond to court orders, lawsuits, subpoenas, and government requests; to address legal and regulatory compliance requirements; to comply with contracts and other agreements to which we are a party; and to notify you of changes to our terms, policies, or practices.</p>	<ul style="list-style-type: none"> • Contact information • Account information • Device and browsing information • Listing information of tickets listed for sale on our marketplace • Purchase and sale information • Your photograph 	<ul style="list-style-type: none"> • To provide you with our services, to fulfil a contract, or take steps linked to a contract (Art. 6(1)(b)) • Where it is necessary for the purposes of our legitimate interests (Art. 6(1)(f))

4. How Do We Share Personal Information?

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 their own purposes. These include the following service providers who use personal information:
 - 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 with a better customer experience.
 - For the purpose of gathering feedback on your experience with Vivid Seats.
 - For the purpose of providing you with customer support. This may include offshore customer contact and call centers.

- **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 the Vivid Seats Marketplace. 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.

- **With marketing and advertising partners,** we may allow marketing and advertising partners to use cookies, pixel tags, web beacons, SDKs, scripts and/or similar technologies the Vivid Seats Marketplace and emails to collect information about you and your activities on the Vivid Seats Marketplace, as described further in Section 9 below and in the Privacy Preferences tool accessible via the footer of our Website. We also share information directly with marketing and advertising partners to help segment and build audiences to support our interest-based advertising on third-party platforms. We do not use cookies or similar technologies for the purpose of delivering retargeted ads on third party websites or services.

- **To respond to legal requests,** including lawful requests by public authorities, court orders, or other legal processes, 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 the Vivid Seats Marketplace 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 organisers, 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, or by following the removal instructions in the communications that you receive.

5. Third Party Websites and Frames

The Vivid Seats Marketplace includes links to other websites whose privacy practices may differ from those of Vivid Seats. If you submit personal information to any of those websites, or to any third parties, your information is governed by their privacy policies. In addition, some of our pages utilise framing techniques to serve content from our partners while preserving the look and feel of the Vivid Seats Marketplace. 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, and the third parties' privacy policy will govern their use of your information. We encourage you to carefully read the privacy policy of any other website you visit, and of any third parties to whom you provide personal information.

6. 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 the Vivid Seats Marketplace, you can email us at privacy@vividseats.com.

7. Children's Privacy

The Vivid Seats Marketplace is not directed to or intended to be used by individuals under the age of 16. We do not knowingly request or collect 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 the Vivid Seats Marketplace, and without prior verifiable parental consent, please email us at privacy@vividseats.com so that we can take steps to delete the personal information that she or he has provided in accordance with applicable law.

8. Your Choices and Privacy Rights

You have choices about how certain personal information is used and shared. Subject to applicable data protection law, you may have the right to request access to, correct, amend, delete and restrict the processing of your personal information. Where we rely on your consent to process your personal information, you have the right to withdraw your consent to our processing of your personal information at any time. You may also have the right to receive a copy of your personal information 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 personal information, or to otherwise exercise any of your rights in this paragraph, email us at privacy@vividseats.com. Please remember that if you delete or limit the use of your personal information, you may not be able to use the services provided through the Vivid Seats Marketplace.

Note that before completing your request, we may need additional information 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. If you have an account with us, we will verify your identity through our existing authentication practices for your account.

Subject to applicable law, you may also designate, in writing or through a power of attorney document, an authorised agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorised them to act on your behalf, and we may need you to verify your identity directly with us. You may also have the right to appeal our decision regarding a request related to these rights by contacting us at privacy@vividseats.com.

You also have the right to lodge a complaint with the supervisory authority in the country in which you live or work. If you live or work in the UK, you have the right to lodge a complaint with the [UK Information Commissioner's Office](#). If you live or work in the EU, a full list of EU supervisory authorities' contact details is available [here](#).

- **Email Choices.** You can opt out of marketing or advertising emails by contacting us at privacy@vividseats.com or by utilising 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.
- **Rewards Program.** You may withdraw from our Rewards Program at any time by emailing us at privacy@vividseats.com.

- **Testimonials.** We display personal testimonials of satisfied customers on our Site and/or Apps in addition to other endorsements. If you have provided us or a third party with a testimonial or review, 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.
- **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.

9. Cookies and Other Tracking Technologies

We, our affiliates and third parties use cookies such as Google Analytics in order to understand how you interact with the Vivid Seats Marketplace. 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/>. Additionally, we, our affiliates and third parties may use other tracking technologies such as pixel tags, web beacons, SDKs, scripts and/or similar technologies on the Vivid Seats Marketplace and emails. As described further in the Privacy Preferences tool accessible via the footer of our Website, some of these cookies and similar technologies are necessary for the Website to function, while some optional technologies are used for certain functional purposes and to measure and analyze the performance of our ads on third party platforms. You can choose to decline all optional technologies in the Privacy Preferences tool accessible via the footer of our Website. You can also activate settings on your Internet browser to refuse the setting of some or all cookies, or take steps to 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/required cookies) you may not be able to access all or parts of the Vivid Seats Marketplace. For further information about managing cookies, please visit www.allaboutcookies.org. Please note that disabling or clearing cookies also may affect cookie-based opt-outs, including opt-outs set through our Privacy Preferences tool, 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/tools and renew your opt-out after clearing cookies. In addition, our Website is not designed to respond to “Do Not Track” signals. Your mobile device may offer settings relating to cookies, pixel tags, SDKs, scripts 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.

10. International Transfers

The Vivid Seats Marketplace is controlled and operated by Vivid Seats in the United States. To the extent that there is an international transfer of your personal data from the UK and EU to the United States in connection with your use of the Vivid Seats Marketplace, we rely on the [EU-U.S. Data Privacy Framework](#) and/or the [UK-U.S. Data Bridge](#) (see more information on this below), or where applicable, appropriate safeguards such as standard contractual clauses. Similarly, we rely on adequacy decisions and appropriate safeguards to transfer your personal information to other countries outside the EU/UK, where applicable. Please contact us

at privacy@vividseats.com for more information, or for a copy of the safeguards on which we rely.

11. Data Privacy Framework

We will treat all personal information subject to this Policy that is received from the EU, UK and Switzerland in accordance with Data Privacy Framework. Vivid Seats participates in the EU-U.S. Data Privacy Framework (the “EU-U.S. DPF”), the UK Extension to the EU-U.S. DPF and the Swiss-U.S. Data Privacy Framework and complies with the associated requirements regarding collection, use, and retention of personal information transferred from the EU, UK and Switzerland to the United States. 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, UK and Switzerland to third parties.

However, for the avoidance of doubt, Vivid Seats' adherence to the Data Privacy Frameworks does not apply to any human resources data. If there is any conflict between the terms in this Policy and the Data Privacy Framework Principles, the Data Privacy Framework Principles shall govern. To learn more about the Data Privacy Framework, and to see our certification, please visit <https://www.dataprivacyframework.gov/s/>.

Vivid Seats commits to resolve complaints about our collection or use of your personal information transferred to the U.S. pursuant to the Data Privacy Frameworks. EU, UK and Swiss individuals with Data Privacy Framework inquiries or complaints should first contact Vivid Seats at privacy@vividseats.com. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://www.dataprivacyframework.gov/s/article/How-to-Submit-a-Complaint-Relating-to-a-Participating-Organization-s-Compliance-with-the-DPF-Principles-dpf> for more information and to file a complaint. In the event you have a dispute or complaint with respect to your personal information, you are entitled to invoke binding arbitration, which 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, update the effective date at the top of this Policy prior to the change becoming effective, and take other steps to the extent required by applicable law.

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

You can reach us by email at privacy@vividseats.com or by writing to us using the contact details below, or you can call us toll-free at [+44 800 066 8980](tel:+448000668980).

Vivid Seats LLC

24 E. Washington St., Suite 900

Chicago, IL 60602

USA

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

24 E. Washington St., Suite 900

Chicago, IL 60602

USA

ATTN: Legal Department

legal@vividseats.com

Previous Global Privacy Policy

Last updated on April 4, 2024

If you are a resident of the United States, Canada or any other country besides the United Kingdom, then this Privacy Policy (this "Policy") applies to the website located at www.vividseats.com and its associated webpages ("Site"), and the Vivid Seats mobile applications ("Apps"), 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 our processing of information about

California residents, your California privacy rights, including your right to opt out of the sale or sharing of personal information, please review these provisions and the “California and Colorado Residents” section.

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How can I give you feedback or contact you?

1. What Information Do We Collect?

We, our service providers, and other third parties acting on our behalf 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 include the following information:

- **Contact Information**, such as your name, email address, mailing address, zip code, postal code, phone number, and location-based information (including city and state derived from your IP address);
- **Account Information**, such as your email address, password and birthday;
- **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 Site and Apps, the events that occur within the Site and Apps, aggregated usage, performance data, where the application was downloaded from, and other information about your activities on our Site and other websites and our Apps (collectively, "automatically collected information");
- **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 and Apps;
- **Publicly available information and purchased information**, including information about you from publicly available databases (such as 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) 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 personal information through our Site and Apps, and through email and other communications and interactions with you. We also obtain information about you 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 us for customer support or otherwise communicate with us, enter contests or sweepstakes, participate in surveys, or register for other activities on our Site and Apps;
- **Information automatically collected**, including information that we, our affiliates and/or third parties we work with collect 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 information may be collected through first-party and third-party cookies, pixel tags, web beacons, SDKs, scripts, and/or similar technologies on our Site, Apps and emails, as described further in the Privacy Preferences tool accessible via the footer of our Site, or

through mobile analytics software that allows us to better understand the functionality of our Apps on your phone. 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, and information purchased from your cell phone company and your email domain. **You authorize your wireless carrier to use or disclose information about your account and your wireless device, if available, to us or our service providers for the duration of your business relationship, solely to help them identify you or your wireless device and to prevent fraud.** See Section 3 below for how we treat your data.
- **From our partners and service providers**, including, for example, business partners, analytics vendors, marketing partners, advertising networks, search information providers and service providers. We may use this information to help us maintain the accuracy of the information we collect, personalize your experience with our 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, including those described below in Section 3.
- **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 collected automatically 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 personal 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, improve and secure the Site and Apps, 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, including providing you with reward credits through our [Rewards Program](#). We may use your IP address to infer your city and state location in order to recommend nearby events that may be of interest to you. This could include sending you emails, 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 on the Site, Apps and through email, track and categorize your activity and interests on our Site and Apps (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 based on your interactions with us, including through the Site, Apps and email, to segment and build audiences and engage in interest-based advertising (referred to under certain laws as “targeted advertising”), to provide social media features, and to measure and analyze the performance of our advertising and online content;
- **For analytics**, to understand how you use our Site and Apps, analyze our Site and Apps traffic, measure and analyze the performance of our ads on third party platforms, understand the impact of our advertising and online content, 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 Site, Apps and services, to detect and prevent wireless device or other 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 their own promotional purposes. These include the following service providers who use personal information:
 - 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.
 - For the purpose of gathering feedback on your experience with Vivid Seats.
 - For the purpose of providing you with customer support. This may include offshore customer contact and call centers.
- **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 Site and Apps. 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.
- **With marketing and advertising partners,** we may allow marketing and advertising partners to use cookies, pixel tags, web beacons, SDKs, scripts and/or similar technologies on our Site, Apps and emails to collect information about you and your activities on the Site and Apps, as described further in Section 8 below and in the Privacy Preferences tool accessible via the footer of our Site. We also share information directly with marketing and advertising partners to help segment and build audiences to support our interest-based advertising on third-party platforms. We do not use cookies or similar technologies for the purpose of delivering retargeted ads on third party websites or services.
- **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 Site and/or Apps 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, leagues, ticketing partners, and event sponsors or event organizers, for example, to grant passes to your guests. These recipients may also use the personal information for their marketing purposes.

5. Third Party Sites and Frames

Our Site and Apps include links to other websites whose privacy practices may differ from those of Vivid Seats. If you submit personal information to any of those sites, or to any third parties, your information is governed by their privacy policies. In addition, some of our pages utilize framing techniques to serve content from our partners while preserving the look and feel of our Site and Apps. 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, and the third parties' privacy policy will govern their use of your information. We encourage you to carefully read the privacy policy of any other website you visit, and of any third parties to whom you provide personal information.

6. 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 Site and Apps, you can email us at privacy@vividseats.com.

7. Children's Privacy

Our Site and Apps are 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 Site or Apps, and without prior verifiable parental consent, please email us at privacy@vividseats.com so that we can take steps to delete the personal information that she or he provided in accordance with applicable law.

8. Your Choices and Privacy Rights

You have choices about how certain personal information is used and shared. Your choices relate to and include:

- **Testimonials.** We display personal testimonials of satisfied customers on our Site and/or Apps in addition to other endorsements. If you have provided us or a third party with a testimonial or review, 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.
- **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 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, our affiliates and third parties use cookies such as Google Analytics in order to understand how you interact with our Site and Apps. 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/>. Additionally, we, our affiliates and third parties may use other tracking technologies such as pixel tags, web beacons, SDKs, scripts and/or similar technologies on our Site, Apps and emails. As described further in the Privacy Preferences tool accessible via the footer of our Site, some of these cookies and similar technologies are necessary for the Site to function, while some optional technologies are used for certain functional purposes and to measure and analyze the performance of our ads on third party platforms. You can choose to decline all optional technologies in the Privacy Preferences tool accessible via the footer of our Site. You can also activate settings on your Internet browser to refuse the setting of some or all cookies or take steps to 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/required cookies) you may not be able to access all or parts of our Site and Apps and services. For further information about managing cookies, please

visit www.allaboutcookies.org. Please note that disabling or clearing cookies also may affect cookie-based opt-outs, including opt-outs set through our Privacy Preferences tool, 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/tools and renew your opt-out after clearing cookies. In addition, our Site is not designed to respond to “Do Not Track” signals.

- **Mobile Devices.** Your mobile device may offer settings relating to cookies, pixel tags, SDKs, scripts and other similar technologies. We encourage to you to visit your device's help menu to learn about your options to limit tracking when using your device.
- **Interest-Based Advertising Choices.** As described above, we may use audience builders and similar tools offered by third parties and engage in interest-based advertising on third party sites. To understand your choices for receiving more relevant advertising provided on 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>.
 - 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 or advertising from other third parties if they are not a DAA or NAI participating company.
- **Rewards Program.** You may withdraw from our Rewards Program at any time by emailing us at privacy@vividseats.com.
- **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. However, we need to retain all information for active accounts to provide you services. To request that we deactivate your account, please contact us at 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.

- **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 visit our [Do Not Sell or Share My Personal Information](#) page.

Depending on where you live, you may have some or all of the rights listed below in relation to personal information that we have collected about you. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- **Right to Access/Know.** You may have a right to request that we confirm whether we process information about you and give you access to that information in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another business without impediment. If you are a California resident, you may request the following information about our collection, use and disclosure of your personal information:
 - categories of personal information we have collected, disclosed for a business purpose, sold, or shared;
 - categories of sources from which we collected personal information;
 - the business or commercial purposes for collecting, selling, and/or sharing personal information;
 - categories of third parties to whom the personal information was disclosed for a business purpose, sold, or shared; and
 - specific pieces of personal information we have collected.
- **Right to Delete.** You may have a right to request that we delete personal information we maintain about you. However, please note that we generally need to retain information for active accounts to continue to provide you services. To request that we deactivate your account, please contact us at privacy@vividseats.com. We will respond to your request within a reasonable timeframe. We will retain and use information, even if your account is deactivated, only as is necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.
- **Right to Correct.** You may have a right to request that we correct inaccurate personal information we maintain about you. You may update your personal information by making a change on the member information page.
- **Right to Opt Out of Sale, Sharing or Targeted Advertising:** You may request to opt out of Vivid Seats' "sale" and "sharing" of your personal information to third parties, and opt out of Vivid Seat's processing of personal information for targeted advertising. If you

opt out, going forward, we will not engage in certain types of data sharing and processing for the purpose of interest-based or targeted advertising, unless you later direct us to do so. Please note, however, that while certain US state laws (including California) consider Vivid Seats' disclosure of personal information to third parties to be a "sale", Vivid Seats does not sell personal information for monetary consideration, including to third parties for the third party to license or sell the personal information to other third parties, and therefore does not "sell" personal information as defined under certain other US state laws (including Virginia and Nevada). If you are a resident of Nevada, Virginia or other US states, and wish to submit an inquiry regarding our privacy practices, please contact us at privacy@vividseats.com.

To make an access, deletion or correction request, please email privacy@vividseats.com. To submit a request to opt out of the sale or sharing of your information, or to opt out of targeted advertising, please follow the instructions on the page accessible via the "Do Not Sell or Share My Personal Information" link in the footer of our Site, or email us at privacy@vividseats.com. To opt out of targeted advertising by certain companies, please see the Section on "Interest-Based Advertising Choices" above. We will work to comply with your requests within the timeframes set out under applicable laws.

Vivid Seats will not discriminate against you in the event you exercise any of these privacy rights. However, before completing your request, we may need additional information 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, such as your government issued ID. If you have an account with us, we will also verify your identity through our existing authentication practices for your account.

Depending on your location, you may also designate, in writing or through a power of attorney document, an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorized them to act on your behalf, and we may need you to verify your identity directly with us.

You may also have the right to appeal our decision regarding a request related to these rights by contacting us at privacy@vividseats.com.

9. California and Colorado Residents

This Section applies if you are a California or Colorado resident and supplements the information in other Sections of this Policy. For purposes of this Section, references to "personal information," includes "sensitive personal information", unless otherwise indicated.

Collection, Use and Disclosure of Personal Information. The table below sets out the categories of personal information that we collect and disclose (if applicable), including our collection and disclosure of information within the last 12 months, and our purposes for collecting such information:

Category of Personal Information Collected	Purposes of collection / use	Recipients of Personal Information
<p>Identifiers such as name, email address, telephone number and IP address</p> <p>Personal Information categories listed in the California Customer Records statute such as name and address</p>	<p>To create and maintain user accounts; verify user identity when the user corresponds about their order; provide the services; facilitate sales of tickets; process, fulfill and deliver orders; anti-fraud verification; gather feedback on our services; marketing; targeted advertising</p>	<p>Service providers; advertising partners; business partners; sports teams, sports leagues or event organizers</p>
<p>Commercial information, such as information (including transaction and listing information) about tickets bought or sold, including tickets bought as a gift</p>	<p>To provide the services; facilitate sales of tickets; process, fulfill and deliver orders; process payments</p>	<p>Service providers; advertising partners; sports teams, sports leagues or event organizers</p>
<p>Internet and other electronic network activity, such as device information, browsing navigation and other information regarding a user's interaction with our Site or Apps</p> <p>Geolocation data such as IP address (and inferred city and state)</p>	<p>For analytics; to enhance functionality of the Site and Apps; marketing; targeted advertising</p>	<p>Service providers; advertising partners</p>
<p>Visual information, such as your photograph, if you choose to provide it</p>	<p>To verify user identity</p>	<p>Service providers</p>
<p>Inferences drawn from other information to create a profile</p>	<p>To provide the services; marketing; targeted advertising</p>	<p>Service providers</p>

reflecting a user’s preferences or behavior		
Sensitive information: Vivid Seats account log-in information (email address and password)	To create and maintain user accounts; verify user identity; anti-fraud verification	Service providers

Further information about the purposes for which we collect the information is described in Section 3 above. Vivid Seats only uses and discloses sensitive personal information for the purposes specified in the California Consumer Privacy Act. In addition, as described above, we retain 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.

Sale and Sharing of Personal Information. We do not have actual knowledge that we “sell” or “share” the personal information of known minors under 16 years of age. However, we do sell and share certain categories of personal information, and in the preceding 12 months, have sold and shared personal information as follows:

Categories of Personal Information “Sold” and “Shared”	Recipients of Personal Information
Identifiers such as name, email address, telephone number and IP address.	Marketing and advertising partners for marketing and targeted advertising purposes.
Personal Information categories listed in the California Customer Records statute such as name and address.	Sports teams, sports leagues and event organizers to help ensure access to the event and fulfilment of orders.
Commercial information, such as information (including transaction and listing information) about tickets bought or sold, including tickets bought as a gift.	Business partners who may provide you with special offers or promotional materials.
Internet and other electronic network activity, such as device information, browsing navigation and other information regarding a user’s interaction with our Site or Apps.	Marketing and advertising partners for marketing and targeted advertising purposes.

Geolocation data such as IP address (and inferred city and state).	
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California Privacy Rights

- **Opt-Out:** To submit a request to opt out of the sale or sharing of your information, please click on the "Do Not Sell or Share My Personal Information" link which can also be found in the footer of our Site.
- **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.

10. International Users

If you provide personal information through our Site or Apps, 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 Site or Apps, 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 to delete your account and then cease using our services. Those who access or use our Site or Apps 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 information. Accordingly, the level of safeguards and legal protections provided in the United States or other non-European countries from which you may access our Site or Apps 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.

11. Data Privacy Framework

We will treat all personal information subject to this Policy that is received from the EU, UK and Switzerland in accordance with Data Privacy Framework ("DPF"). Vivid Seats, as well as its U.S subsidiaries Vivid Picks, LLC, Vegas.com, LLC and LasVegas.com, LLC complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Vivid Seats has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union and the United Kingdom in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. Vivid Seats has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal

data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the DPF program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

For the avoidance of doubt, Vivid Seats' adherence to the DPF does not apply to any human resources data.

Vivid Seats is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC) related to its compliance with the DPF Principles.

12. European Residents

If you are a resident of the EU or Switzerland, you may have certain rights under data protection law in your jurisdiction with respect to your personal information, including the right to request access to, correct, amend, delete, limit the use of, or withdraw your consent for the processing of your personal information. You may also have the right to receive a copy of your personal information 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 personal information, or to otherwise exercise any of your rights in this paragraph, email us at privacy@vividseats.com. Please remember that if you delete or limit the use of your personal information, you may not be able to use the services provided through our Site or Apps.

Vivid Seats commits to resolve complaints about our collection or use of your personal information transferred to the U.S. pursuant to the Data Privacy Frameworks. EU and Swiss individuals with Data Privacy Framework inquiries or complaints should first contact Vivid Seats at privacy@vividseats.com. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit https://go.adr.org/dpf_irm.html for more information and to file a complaint. In the event you have a dispute or complaint with respect to your personal data, you are entitled to invoke binding arbitration, which may be referred to the International Centre for Dispute Resolution at the American Arbitration Association.

14. Liability for Onward Transfers

Vivid Seats will transfer personal data to third parties only for limited and specific purposes. Vivid Seats will obtain contractual assurances from third parties that they will safeguard personal data in a manner consistent with this Policy and that they will provide at least the same level of protection as is required by the relevant DPF Principles. Vivid Seats recognizes its responsibility and potential liability for onward transfers to third parties.

14. 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 Site, update the effective date at the top of this Policy

prior to the change becoming effective, and take other steps to the extent required by applicable law. By continuing to use our Site or Apps 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.

15. How can I give you feedback or contact you?

You can reach us by email at 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

24 E. Washington St., Floor 9

Chicago, IL 60602

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

24 E. Washington St., Floor 9

Chicago, IL 60602

legal@vividseats.com