

## THE TICKETING CO. PRIVACY POLICY

TIXCO, LLC (the “Ticketing Co.”) is an online ticketing and event marketing application that may be affiliated with event producers or other third parties (each, an “Event Producer”) providing services or events for which tickets are purchased. By using the Ticketing Co. system to list an event for ticket sales, or by purchasing tickets or registering for an event (the “Services”), you hereby consent to the terms of this policy (the “Privacy Policy”). If you do not consent to the collection, use, or disclosure of your personal information as outlined herein, please do not provide any personal information to The Ticketing Co.

This Privacy Policy covers how the Ticketing Co. treats personally identifiable information (“Personal Information”), including, for example, your name, address, telephone number or e-mail address, as well as any other information about you that is associated with or linked to any of the foregoing data.

### 1. COLLECTION AND USE OF PERSONAL AND FINANCIAL INFORMATION.

a. The Ticketing Co. needs certain Personal Information if you wish to sell tickets for an event, or purchase tickets or register for events through the Ticketing Co.’s system. This Personal Information may be used by the other corporate entities owned or managed by the owners or managers of The Ticketing Co.

b. In general, Personal Information is used either to respond to requests that you make, or to help provide and improve the Ticketing Co. and Event Producers’ products, services, content, and advertising for you and other users. We, the Ticketing Co. authorized service providers, and Event Producers that offer the tickets you purchase or that host, organize or promote the events you browse on the Ticketing Co. Services, may use your Personal Information for a variety of purposes, including:

- i. To identify you as a user in the Ticketing Co. system;
- ii. To provide the tickets and services you request;
- iii. To contact you in the event of changes to an event, such as a change in a seat assignment or cancellation of an event that you have purchased tickets to attend;
- iv. To measure and analyze audience traffic and improve the quality of your experience when you interact with the Ticketing Co. Services;
- v. To send you administrative e-mail notifications, such as security, or support and maintenance advisories;
- vi. To help recognize you as a previous visitor and save and remember your preferences;
- vii. To control the display of advertising and help deliver advertising tailored to your interests; and
- viii. For any other purposes disclosed to you at the time of collection or pursuant to your consent.

c. The Ticketing Co. will never sell your information to non-affiliated third parties.

d. The Ticketing Co. reserves the right to use, collect, store and otherwise utilize any and all financial data entered into its software and/or server, whether by ticket sellers, vendors, or purchasers, in connection with the Services. However, The Ticketing Co. will never sell or otherwise share this financial data with any unauthorized third party.

2. CHILDREN. The Services are not intended for children under 13, and we do not intentionally gather Personal Information from visitors who are under the age of 13. If we discover that a child under 13

has submitted Personal Information to The Ticketing Co., we will attempt to delete the information as soon as possible.

### 3. THIRD PARTY WEBSITES AND SERVICES.

a. The Ticketing Co. employs other companies and individuals to perform tasks and functions on its behalf, and the Ticketing Co. needs to share your information with these entities.

b. The Services may contain links to third-party websites and applications. When you click on a link to any other website or application, you will leave the Ticketing Co. and go to another site or application, and another entity may collect Personal Information from you. The Ticketing Co. has no control over, does not review, and cannot be responsible for, these outside websites, applications, or their content. Please be aware that the terms of this Privacy Policy do not apply to these outside websites, applications, or content, or to any collection, use or disclosure of your Personal Information after you click on links to such outside websites or applications. The Ticketing Co. encourages you to read the privacy policies of every website or application you visit. The links to third-party websites or applications are for your convenience and do not signify the Ticketing Co. endorsement of such third parties or their products, content, services, or privacy practices.

### 4. TYPES OF DATA THE TICKETING CO. COLLECTS.

#### a. **Information You Provide to the Ticketing Co.**

i. The Ticketing Co. may collect your e-mail address and password when you create an account to log in to the Ticketing Co. website.

ii. When you order tickets through the Ticketing Co. Services, the Ticketing Co. will collect information necessary to complete the transaction, which may include your name, e-mail, phone number, credit card information, billing address and other billing information, and shipping address information.

iii. If you provide the Ticketing Co. feedback or contact the Ticketing Co. via e-mail, phone, or social networking service (e.g., Twitter or Facebook), the Ticketing Co. may collect your name and contact information, as well as any other content included in your communication, in order to send you a reply, and for other reasons as stated in this policy.

iv. The Ticketing Co. (or service providers acting on the Ticketing Co.'s behalf) may also collect Personal Information to administer your participation in surveys, contests, sweepstakes or other promotions and at other points in the Ticketing Co. Services that state that Personal Information is being collected.

b. **Information Collected from Event Producers.** If you are an Event Producer or employee thereof who has been granted access to the administrative tools and features of the Ticketing Co. website, the Ticketing Co. may collect Personal Information from you in connection with the establishment of your access credentials and your use of the Ticketing Co. Services, including without limitation, your name, position, work email address, business address and work phone number and any records you create while using the Ticketing Co. Services.

### 5. WHEN THE TICKETING CO. WILL RELEASE PERSONAL INFORMATION TO A THIRD PARTY. The Ticketing Co. may release your personal information to a third party in order to comply with subpoena or other similar legal procedure. Additionally, The Ticketing Co. may release your information

when the Ticketing Co. believes in good faith that such disclosure is necessary to comply with the law, prevent imminent physical harm or financial loss, or investigate or take action regarding illegal activities, suspected fraud, or violations of the Ticketing Co. terms of service.

6. CONTACT FROM THE TICKETING CO. The Ticketing Co. may periodically send you free newsletters and e-mails that directly promote the use of the Ticketing Co. Services. When you receive newsletters or promotional communications from us, you may indicate a preference to stop receiving further marketing and promotional e-mail communications from the Ticketing Co. and you will have the opportunity to “opt-out” by following the unsubscribe instructions provided in the e-mail you receive or by contacting the Ticketing Co. directly (info@theticketingco.com). Despite your indicated e-mail preferences, the Ticketing Co. may continue to send account or service-related communications, including notices of any updates to the Ticketing Co. Terms of Service or Privacy Policy.

7. SECURITY. No transmission of data over the Internet can be considered 100% secure. However, The Ticketing Co. takes every reasonable precaution to protect your Personal Information, privacy and security.

8. CHANGES TO THIS PRIVACY POLICY. The Ticketing Co. may at any time, without notice to you and in its sole discretion, amend this policy from time to time. the Ticketing Co. will notify you of any changes to the Ticketing Co. Privacy Policy by posting the new Privacy Policy at <https://www.theticketing.co/static/Privacy.pdf> and the Ticketing Co. will change the “Last Updated” date above. You should consult this Privacy Policy regularly for any changes. Your continued use of the Ticketing Co. system and website after any such amendments signifies your acceptance thereof.

