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## **LAS VEGAS EVENTS**

### **Privacy Policy**

**Effective/Updated as of August 14, 2018.**

**Las Vegas Events** and its affiliates and related entities (collectively, “Company,” “us,” or “we”) is/are committed to protecting the privacy of certain data that is collected from you and that you submit when you access this website or websites, apps, or other online media under our operation and control (collectively, the “Site”). The nature of our business requires that we gather and maintain information that is of a personal nature that you wish to keep protected.

This Privacy Policy (“Policy”) describes our policies and practices regarding the collection, use and disclosure of information you submit or we obtain in connection with your use of this Site. This Privacy Policy governs your use of this Site and by accessing or visiting the Site you are indicating your understanding that the collection, use, and sharing of your information is subject to this Privacy. Please read this Policy carefully before using the Site or submitting information to us.

**Changes to this Policy.** We reserve the right to change this Policy at any time. Changes will be effective immediately upon posting to the Site and will apply to your use of the Site after the “effective date” listed above. You understand and agree that your continued use of the Site after the effective date, means that the collection, use, and sharing of your information is subject to the updated Policy.

***You provide data when subscribe to our E-  
lerts.***

Except to the extent we receive your authorization or as permitted or required by applicable law, we will handle your data in accordance with the terms of the Policy in effect at the time of the collection.

**Information We Collect.** As you are probably aware, we may collect information from a variety of sources to operate the Site, carry out our business, comply with law and other purposes described herein.

- **Information You Provide.** In connection with the Social Hub, Tickets, and other sections of the Site, you may provide personal information in the following instances.
  - Subscribing to our E-lerts To do so, you may provide information including the following:
    - Your name
    - Email Address
    - Birthday (mm/dd)
    - Address
    - Phone number
  
  - Participating in surveys, sweepstakes, and other promotions. To do so, you may provide information including the following:
    - Your name
    - Contact information
    - date of birth

***You provide data when you participate in surveys, sweepstakes, or promotions.***

You do not have to provide the above information to access or use other sections of the Site.

- **Information On Your Use.** We collect information about and log your visits and use of the Site. This includes, for example, when you view or click on embedded content or ads. We also use cookies and internet protocol (“IP”) addresses to identify you and log your use of the Site.

When you use our games, referral program, sharing or other programs that require contact information, we may solicit your permission to access your contacts list (e.g. address book or Facebook friends) so you can be matched with individuals from your contacts list who participate in our programs and you can share or invite your friends to join. We will not store the information in your contacts list except to manage your program invitations.

- **Statistical Data.** To monitor utilization of the Site and continuously improve its quality, we may compile statistical information concerning the usage of the Site using analytics services, such as those provided by Google Analytics. Examples of this information would include: the number of visitors to the Site, or to sections or pages within the Site, patterns of traffic flowing through the Site, length of time spent on the Site, or in sections or pages of the Site, the other sites that refer visitors to the Site, the pages of the Site that visitors frequently use as entry and exit points, utilization of the browser and operating systems and versions used by visitors to the Site. The analytics services may transfer this information to third parties in case of a legal obligation or if a third party processes data on behalf of that service. To compile this information, we may collect and store:
  - Your IP address
  - Your operating system version

***We collect data through your use of the Site.***

***We collect statistical information concerning Site usage.***

***We collect data through cookies and similar technology.***

- Your browser version
- The pages you visit within the Site
- The length of time you spend on pages within the Site
- The site from which you linked to ours
- Search terms you used in search engines which resulted in you linking to the Site, etc.

While all of this information can be associated with the IP address your computer had while you visited the Site, it will not be associated with you as an individual, or associated with any other information you may submit through the Site, or that we may store about you for any other purposes.

- **Cookies and Similar Technology.** We use technologies such as cookies, pixel tags, browser analysis tools, server logs and web beacons to recognize you when you return to the Site and to help us improve the quality of our service when you visit our Site. We also use cookies to tailor our products, services and advertising to suit your personal interests, estimate our audience size, track visits to and sales at our Site and, as applicable, to process your order, and track your status in our promotions, contests and sweepstakes. We do not link your URL or IP address to any personal information. You may control cookies, including preventing or stopping the installation and storage of cookies, through your browser settings and other tools. If you do so, our Site may not function correctly. Please refer to the Help feature of your browser for information on disabling cookies.

IMPORTANT: By using the Site, you consent to the processing of any personal data for the analytics purposes and functions described above.

In addition, we collect other personal information in certain cases, such as

*We use your data to communicate with you and improve the Site and our services/products.*

*We use your data to market our products or service to you.*

**How We Use Your Data.** In general, we will use the information we collect about you only for the purpose it was collected, for compatible purposes, as permitted or required by law, as necessary to carry out our contractual duties and obligations, and as otherwise provided in this Policy. For example, we may use your data to:

- **Respond to your requests for information relating to our products and services.**
- **Communicate with you.** We will send you messages about the availability of our Site, security, or other service-related issues. You may change your communication preferences at any time. Please be aware that you cannot opt-out of receiving service messages from us, including security and legal notices.
- **Manage your ticket holder account or E-lets subscription.**
- **For our research and development efforts.** We use data, including public feedback, to conduct research and for the development of the Site and the services and products we provide to you.
- **For other everyday business purposes.** By way of example, payment processing and financial account management, product development, contract management, IT and website administration, fulfillment, analytics, fraud prevention, corporate governance, reporting and legal compliance.
- **Provide you with the products and/or services you have purchased or requested.** This might include establishing an on-line profile, sending you products, e-mailing you E-lets, or providing you with information related to your ticket account.]
- **Market our products or services that we think may be of interest to you.** For example, to send you newsletters and promotions using any communications preferences you have expressed. We may provide these communications via email, postal mail, online advertising, social media, telephone, text message (including SMS and MMS), push notifications, in-app messaging, and other means.

***We use your data to provide personalized ads to you.***

***We disclose your data to third parties to help us manage the Site, to provide you with products/services, to market to you, to enhance our services, and to protect legal rights and interests.***

- **Ensure your information is accurate and to personalize our products and services.** For example, we may aggregate your personal information with data from third-party sources for purposes of keeping information up to date. We also rely on information from third parties in order to provide better, more personalized service. If you connect your social media services or other accounts to our services, we may use this information to make your experiences with us more personal and social, or share and use it as described elsewhere in this Policy.
- **Advertising.** We show you ads on the Site. To do so, we use the following data:
  - Data from advertising technologies on the Site, like web beacons, pixels, ad tags, cookies, and device identifiers;
  - Information from advertising partners.

We do not share your personal data with any third-party advertisers for their advertising. Note if you view or click on an ad on the Site, the ad provider may get a signal that someone visited the page that displayed the ad, and they may determine it is you through the use of cookies or similar technologies.

IF YOU RESIDE OUTSIDE THE UNITED STATES, YOU CONSENT TO HAVING YOUR PERSONAL DATA TRANSFERRED TO AND PROCESSED IN THE UNITED STATES.

**Disclosure of Information.** In general, we will not disclose your data except with your consent and as described in this Policy. We may disclose your data for the same reasons that we may use it as described in this Policy, which includes disclosing it to our affiliates and non-affiliated entities, as we deem necessary to carry out those purposes.

- **Third Party Vendors.** We may need to use or disclose this information with our third party vendors:
  - With your consent or as you direct;

***We disclose your data in connection with legal process, to protect the security or integrity of the Site, to defend ourselves, and to protect others.***

- To manage the Site;
- To process payments and requests for products and services;
- To provide you with products, services, or offers;
- To coordinate your participation in our promotional contests, sweepstakes, or similar programs;
- To engage in marketing activities, such as sharing personal information with our partners to deliver advertisements to our shared customers;
- To enhance our services by, among other methods, obtaining assistance with providing more personalized services to you through analytics and other technologies;
- To protect our interests and legal rights, such as through responding to subpoenas and defending litigation; and
- To protect against and prevent fraud, illegal activity (such as identifying and responding to incidents of hacking or misuse of our websites and mobile applications), and claims and other liabilities.

We endeavor to choose affiliates and non-affiliates with similar standards to ours regarding the protection of data.

- **Legal Process, Security, Defense, Protection.** It is possible that we will need to disclose information about you if required by law, subpoena, or other legal process. Additionally, we may disclose information about you if we have a good faith belief that disclosure is reasonably necessary to:
  - demonstrate our relationship with you;
  - investigate, prevent, or take action regarding suspected or actual illegal activities or to assist law enforcement agencies;
  - protect the security or integrity of the Site;
  - investigate and defend ourselves against any third-party allegations or claims; or
  - protect the rights and safety of others.

***We may disclose your data in connection with a sale, acquisition, merger, or change in control.***

***We may disclose your data to operators of social media site you are logged into while browsing the Site.***

- **Change in Control or Sale.** We can share, sell, assign, or license your personal data in connection with certain business transactions, such as a sale, acquisitions, merger, or change in control, or in preparation for any of these events. In such cases, we will take appropriate steps under the circumstances and to the extent possible to ensure that the recipient agrees to provide privacy protections substantially similar to those established by this Policy. Any entity that acquires all or substantially all of the Company's assets will have the right to continue using your data consistent with this Policy or as otherwise agreed to by you.

In no case will we sell or license your data to third parties, except as set forth above or as required or permitted by law.

- **Social Media Plugins.** This Site uses social media plugins (e.g. Facebook and Twitter, Instagram, YouTube) to enable you to easily share information with others. When you visit our Site, the operator of the social plugin can place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our Site. If you are logged into the social media website (e.g. Facebook, Twitter) while browsing our Site, the social plugins allow that social media website to share data about your activities on our Site with other users of their social media website. For example, Facebook Social Plugins allow Facebook to show your Likes and comments on our pages to your Facebook friends. Facebook Social Plugins also allow you to see your friends' Facebook activity on our website. We do not control any of the content from the social media plugins. For more information about social plugins from other media websites you should refer to those sites' privacy and data/information sharing statements/policies.



***We take steps to protect your personal information and to try to guard against data breaches.***

***We do not detect Do Not Track signals.***

***We are not responsible for any website which may be linked to ours.***

**Safeguarding of Information.** No system for safeguarding personal or other information is 100% secure and even though we have taken steps to protect your personal information from being intercepted, accessed, used or disclosed by unauthorized persons, we cannot fully eliminate security risks associated with personal information. However, we take a number of steps to safeguard the security of personal information obtained through the Site. For example, we have implemented a security program that contains administrative, technical and physical controls that are designed to reasonably safeguard your data from unlawful use, unauthorized access or disclosure. There is no guarantee that data may not be accessed, disclosed, altered, or destroyed by breach of any of our administrative, physical, or technical safeguards. Additionally, we use Secure Socket Layer (SSL) data encryption when data is transmitted over the Internet to our Site.

**Do Not Track.** “Do Not Track” is a privacy preference that you can set in your Internet search browser that sends a signal to a website that you do not want the website operator to track certain browsing information about you. However, because our Site is not configured to detect Do Not Track signals from a user’s computer, we are unable to respond to Do Not Track requests.

**Links to Third Parties’ Sites.** We may provide links to websites or resources outside of our Site for your informational purposes only. You acknowledge and agree we are not responsible for the availability of such sites or resources, and does not endorse and is not responsible or liable for any content, advertising, goods, services or other materials on, available through or provided by such sites or resources. We are not responsible for the privacy or other practices of such sites and cannot guarantee the security of any of your personal information that you provide or is collected by such sites. We encourage you to review the privacy policies and terms and conditions on those linked sites.

***This site is not directed at children.***

**Information of Children.** The Site is not directed to children as the products and services on this Site are intended for persons 18 years of age and older. The Company does not knowingly collect, use or disclose any personal information from children. If you are a parent or guardian of a child under the age of 18 and believe he or she has provided Personal Information to us please notify us at [marketing@lasvegasevents.com](mailto:marketing@lasvegasevents.com). If you are concerned about your child's use of the Site, you may use web-filtering technology to supervise or limit access to the Site.

If you are a minor in the state in which you reside, you must obtain the consent of your parent or guardian before using the Site. Minors are not allowed to participate in contests or sweepstakes on the Site. If you do not satisfy this age requirement, you are not permitted to use or enter the Site.

**Applicable law.** This Policy is governed by the internal substantive laws of Nevada, without regard to its conflict of laws principles. Jurisdiction for any claims arising under or out of this Privacy Policy shall lie exclusively with the state and federal courts within Nevada. If any provision of this Policy is found to be invalid by a court having competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions of this Policy, which shall remain in full force and effect.

***Mobile Apps***

**Mobile Apps.** We provide mobile apps that can be downloaded to your smartphone or mobile device. In addition to providing the ability to use, purchase, or request our products and services, our apps may collect personal and other information that will be used or disclosed in accordance with this Policy. We provide a link to this Policy to persons prior to their downloading of any of our apps.

If you allow our mobile apps to access your location information on your device, our mobile apps may use your mobile device's Global Positioning System (GPS) technology and other technology (such as wireless transmitters known as beacons) to provide you with information and offers based on the location of your device. Beacons allow us to collect

information about your location within participating properties by communicating with mobile devices that are in range. We may use this location information to enhance your experience by delivering push notifications and other content to your mobile device, providing navigation assistance as you move around our locations, and sending you information and offers about products, services, or activities we believe may be of interest to you. We may share this information with third parties, including business partners and service providers, to provide information, offers, and services that may be of interest to you. You may prevent or limit collection of location information by changing the settings in the app, or by changing your device's settings.

***For California residents.***

**California Residents.** If you are a California resident, please read the following:

- California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by certain members of the Company to third parties for the third parties' direct marketing purposes. Requests may be made one time per calendar year. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g., requests made in 2018 will receive information regarding 2017 sharing activities). You may submit your request using the contact information at the end of this Policy.
- If you are a California resident under the age of 18, and a registered user of any site where this policy is posted, California law permits you to request and obtain removal of content or information you have publicly posted. You may submit your request using the contact information at the end of this Policy. Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

***You have choices regarding your personal information.***

***You may contact us.***

- To submit the above requests, each of which is subject to our verification, you may contact us at [marketing@lasvegasevents.com](mailto:marketing@lasvegasevents.com).

**IF YOU RESIDE OUTSIDE THE UNITED STATES, YOU CONSENT TO HAVING YOUR PERSONAL DATA TRANSFERRED TO AND PROCESSED IN THE UNITED STATES.**

**Your Choices Regarding Your Personal Information.** You can always limit the information you provide to us, but if you choose not to provide certain requested information, you may be unable to access some of the services, offers, and content on the Site. You can also limit the communications that we may send you by following a simple opt-out process. Simply follow the instructions in our advertisement/promotional emails to opt-out of receiving future marketing communications.

Please note that even if you opt-out of promotional communications, we may still need to contact you with important transactional data about your account. For example, even if you opt-out of promotional communications, we will still send you a notification of changes to, expiration of, or discontinuation of a program you are enrolled in. You also have choices regarding the access, modification, or deletion of your personal data.

**How to Contact Us.** If you have any questions regarding this Policy, your privacy, or our policies in the event of a compromise of your information, you may contact us at:

**Las Vegas Events**

**ATTN: Privacy Agent**

**770 E. Warm Springs Road, Suite 140**

**Las Vegas, NV 89119**

**[marketing@lasvegasevents.com](mailto:marketing@lasvegasevents.com)**

**702-260-8605**

