

LAS VEGAS EVENTS
Privacy Policy

Effective: April 17, 2025

Las Vegas Events and its affiliates and related entities (collectively, “Company,” “us,” or “we”) is/are committed to protecting the privacy of certain data we collect when you access this website or websites, mobile apps, or other online media under our operation and control (collectively, the “Site”). This Privacy Policy (“Policy”) describes our policies and practices regarding our collection, use and disclosure of information you submit or we obtain in connection with your use of this Site. The policy is incorporated into and subject to the Site [Terms of Use](#).

Please read this Policy carefully before using the Site or submitting personal information to us. BY ACCESSING OR USING THE SITE OR SUBMITTING PERSONAL INFORMATION TO US, YOU CONSENT TO THE COLLECTION, USE, AND SHARING OF YOUR INFORMATION AS SET FORTH IN THIS PRIVACY POLICY.

1. Changes to this Policy. We reserve the right to change this Policy at any time. In the event we make material changes to the Policy, we will provide notice through the Site. 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. 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.

2. Information We Collect. We may collect personal information that you provide directly to us, such as information you submit when you visit the Site. We may also collect information that is passively or automatically collected from you, such as information collected from your browser or device. We use this information to operate the Site, carry out our business, comply with laws and for 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:

- When you subscribe to our E-letters, you may provide information including the following:
 - Your name
 - Email Address
 - Birthday (mm/dd)
 - Address
 - Phone number

- When you participate in surveys, sweepstakes, and other promotions, you may provide information including the following:
 - Your name
 - Contact information
 - date of birth
- When you create an account with us, we collect your username and password.

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

Information Collected Automatically On Your Use. We collect information from you automatically through web technologies on the Site. As described more fully in section 3, we use this information for a variety of purposes, including to compile statistical information concerning Site usage (e.g., the number of visitors to the Site or sections and pages, traffic patterns on the Site).

3. Cookies and Similar Technologies.

Our Site uses tracking technologies that may include cookies, software development kits, pixels, web beacons, tags, and other tools to automatically collect information about how you access and use our Site. We or third parties may set these tools and use or disclose this information for purposes that may include improving the Site, providing a more personalized experience, performing data analytics, or engaging in marketing activities such as ad campaign measurement, remarketing or ad retargeting. Some of these technologies may monitor or record your interactions with the Site. Others may track you across devices, time, and websites. The information collected may be shared with third parties or combined with additional information collected about you from other sources.

Please continue reading to learn more about how this information is collected, used and disclosed as well as how to manage cookies in your browser settings.

BY CONTINUING TO VISIT THIS WEBSITE, YOU CONSENT TO THE USE OF THESE WEB TOOLS AND THE INFORMATION THEY COLLECT, AS SET FORTH IN THIS PRIVACY POLICY.

Cookies. A cookie is a small file consisting of letters and numbers. This file uniquely identifies and recognizes your browser or device and transmits information to the server. Some of these cookies are placed by us (i.e., first-party cookies) and others are placed by third parties (i.e., third party cookies). We use the following cookies on the Site:

Strictly Necessary/ Essential Cookies: These cookies are essential to the basic operation of our Site. They help identify you when you sign in, remember the information you input in an online form or shopping cart, enable you to navigate around the Site, use its features, or provide you with the services you request. Without these cookies, we may be unable to provide the Site or certain services or features.

Performance/Analytics Cookies/Web technologies: These gather information on your use of the Site. For example, how you interact with the Site so we can improve it and whether the Site is working properly. Some of these may be analytics cookies or tools set by companies that help us analyze data related to Site visitors and how they you use the Site. To do so, we or our analytics services may collect and store information that includes, without limitation:

- Your IP address
- Your operating system version
- 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.

We may also use information collected by these web tools to help us understand our audience, develop marketing campaigns, improve and optimize the Site and the products and services we offer, or create custom audience lists for serving targeted ads or similar activities. These cookies may be set by us or by a third party.

Functionality/Personalization Cookies: These cookies help save information you enter so the Site can perform tasks such as recognize you, remember your username, remember your choices such as font size and color or language, or personalize the Site's content when you return. These cookies may be set by us or by a third party.

Advertising and Targeting/Tracking Cookies: These cookies help with tasks which may include providing relevant advertising to you, measuring its effectiveness or limiting the number of times you see it, serving you targeted advertisements across the Internet based on your interests and use of the Site, supporting our remarketing campaigns, helping with user identification, or performing analytics or engagement/audience measurement.

These cookies may record your usage of the Site including the links you follow to other websites, collect information such as the details about the device you use to access the Site (e.g., your computer or mobile phone), your IP address, browser type and operating system and similar information. Some of these cookies may follow you when you leave the Site and travel to other websites. We may place some of these cookies on your device or third parties, such as our advertising partners, service providers, or social media platforms may place them when you visit the Site. Our online advertising partners or similar vendors may associate the information they collect with other personal information they or others have collected about you, including your name, email or home address.

Our Site may use other web technologies set by us or third parties, which may include the following:

- *Web beacons or pixels.* These small electronic files help with functions such as tracking,

analytics, counting Site visitors, or marketing and media services including serving you targeted ads. These files may collect your email, name, order items and ID, page ID, quantity, unit price, size, and product ID.

- *Meta pixel.* The Meta pixel is used for analytics, tracking and serving you targeted ads. The pixel tracks information such as your page view, view content, search, add to cart, purchase information, sign up, download, submit form, or user information (IP address, browser information).
- *Email pixel tracking.* We may embed email pixels in emails we send you that send back information when you open the email. These pixels help us determine information including how many people open our emails, click on links, the percentage of recipients who read email on their phones, etc. We use this information for marketing purposes and to learn more about our audience.
- *URL trackers.* These are third party trackers that consist of strings of code. They track a user's behavior after they click on a URL. This information is used for analytics and marketing purposes.
- *Browser/device/online fingerprinting.* These web tools use scripts to track your device or browser attributes and IP address. This information is used to build a profile of the Site user.

Embedded Content. The Site contains embedded content (e.g., videos). Embedded content may place third party cookies on your device that track your online activity to enhance your experience or assess the success of their application. We have no direct control over the information these cookies collect, and you should refer to their website privacy policy for additional information.

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 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 their privacy and data/information sharing statements/policies.

Controlling cookies. You may control cookies, including preventing or stopping the installation and storage of certain cookies, through your browser settings and other tools. Most browsers will allow you to block or refuse cookies. However, you may need to manually adjust your preferences each time you visit a site or use a new device. Please note that if you block certain cookies, some of the services and functionalities of our Site may not work. For more information on managing cookies, see the Help section of your browser or visit one of these links:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/16.0/mac/11.0>
- Edge: <https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US>

Google Analytics Opt-Out Browser Add On if you want to opt-out, download and install the add-on for your web browser. The Google Analytics opt-out add-on is designed to be compatible with Chrome, Safari, Firefox, and Microsoft Edge. In order to function, the opt-out add-on must be able to load and execute properly on your browser. Learn more about the opt-out and how to properly install the browser at: add-on

<https://support.google.com/analytics/answer/181881?hl=en>.

You can also visit the following URL to learn more about how to manage Google from using your user analytics: <https://tools.google.com/dlpage/gaoptout>

Facebook Usage Tool and Steps to Deactivate. Click

<https://www.facebook.com/help/212802592074644> to visit the Facebook data usage tool for information on how to deactivate Facebook from using your personal usage data.

Certain non-cookie web technologies may not respond to browser settings that block cookies. The following third-party tools may help you decline the collection and use of certain information for the purpose of serving you interest-based advertising:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

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

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. Although we track visitors, our Site is not configured to detect Do Not Track signals from a user’s computer and we are unable to respond to Do Not Track requests. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

4. How We Use Your Personal Information. In general, we use the personal information we

collect 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 personal information in the following ways:

- **Respond to your requests for information relating to our products and services.**
- **To manage any account you create with us.**
- **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, security, 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.
- **Accommodations.** To provide ADA requested accommodations.
- **For advertising and marketing purposes.** For example, to send you e-blasts, e-alerts, newsletters or 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 may also use your information for audience measurement, remarketing, serving ads targeted to your interests, and similar marketing activities.
- **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.
- **For Legal and Regulatory Compliance.** Certain laws and regulations may require us to process your personal information. For example, we may collect your age to comply with laws applicable to the collection and disclosure of personal information belonging to minors. We may also use your personal information to respond to law enforcement requests, as required by applicable law, court order, or governmental regulations, and for other lawful processes or public safety purposes.

- **Other Purposes.** We may use your personal information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

5. **Advertising.** We show you ads for our events and services on the Site. To do so, we use data collected from advertising technologies on the Site such as web beacons, pixels, ad tags, cookies, and device identifiers (see section 3) and information from our advertising partners. We do not disclose or sell your personal information to any third-party advertisers for their own advertising purposes.

6. **Disclosing Your Information.** In general, we will not disclose your personal information except with your consent, as permitted or required by law, or as described in this Policy. We may disclose your personal information for the same reasons that we may use it as described in this Policy to the following categories of parties, as we deem necessary to carry out those purposes.

- *Service providers.* For example, third parties who help us with shipping, payment processing, marketing and advertising, surveys and promotions, website data analytics, email, text and other communications, applications, sales, business and inventory support, website administration and hosting, data storage and other technical services.
- *Vendors.* For example, third parties that assist us with creating marketing profiles, delivering targeted ads, assisting with security and fraud prevention, payment processing, etc.
- *Professional advisors.* This may include lawyers, accountants, or consultants.
- *Social networks.* For example, in connection with marketing.
- *Third parties at your direction.* This includes disclosing information at your direction or to facilitate the purpose for which you submitted the information.
- *As related to legal or business matters.* We reserve the right to release current or past personal information collected from you: (a) if such information is subpoenaed; (b) to comply with federal, state, or local laws; (c) to comply with a civil, criminal, or regulatory inquiry, investigation, or summons by federal, state, or local authorities; (d) to cooperate with law enforcement agencies concerning conduct or activity that we reasonably and in good faith believe may violate federal, state, or local laws; (e) to conduct an investigation, exercise or defend a legal claim, (f) in connection with a sale or merger with a third-party or we are acquired by a third-party (collectively, "M&A Transactions") (including where we share your personal information in connection with the due diligence process

associated with a potential M&A Transaction); (g) if we are the subject of bankruptcy proceedings; and/or (h) when we deem it necessary or appropriate. Users should also be aware that courts of equity, such as U.S. Bankruptcy Courts, might have the authority under certain circumstances to permit personal information to be shared or transferred to third parties without permission.

You hereby consent to the disclosure of any record or communication to any third-party when we, in our sole discretion, determine the disclosure to be required by applicable law, including sharing your e-mail address with third parties for suppression purposes in compliance with the CAN-SPAM Act of 2003, as amended from time to time, and other e-mail marketing laws.

7. 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.

8. How Long We Retain Your Information. We retain your personal information for as long as necessary, including to provide you products and services and while you have an open account with us. We may retain your personal information for longer if it is necessary to comply with our legal or reporting obligations, resolve disputes, collect fees, etc. or as permitted or required by applicable law. We may also retain your personal information in a deidentified or aggregated form so that it can no longer be associated with you. To determine the appropriate retention period for your personal information, we consider various factors such as the amount, nature, and sensitivity of your information; the potential risk of unauthorized access, use or disclosure; the purposes for which we process your personal information; applicable legal requirements.

9. Links to Third Parties' Sites and Third-Party Integrations. We may provide links to websites or resources outside of our Site, including sponsor websites, for your informational purposes only. We may also provide links to third party integrations. Third party integrations are websites or platforms that synchronize with our Site to provide you with additional functionality, tools, or services such as maps, sending requested information, etc. You acknowledge and agree we are not responsible for the availability of third party sites, resources, or integrations and do not endorse and are not responsible or liable for any content, advertising, goods, services or other materials on, available through, or provided by such sites, resources, or integrations. We are not responsible for the privacy or other practices of such sites and cannot guarantee the security of 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.

10. 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. 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.

11. 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.

12. 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 on our behalf 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.

13. 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 information.

We may send e-blasts or similar communications that include promotions for products, events or services from our top sponsors; however, we do not share your information with these sponsors. Some of these communications may include links to a third party's website. We are not responsible for the data collection activities of those websites and encourage you to review their privacy policies. You may elect to opt-out of receiving these communications from us by following the instructions in the communication to unsubscribe.

14. Transfer of Your Personal Information. When your personal information is submitted through our Site, it may be transferred to our servers in other jurisdictions, including the United States, which may not have similar data protection laws to the country in which you reside.

CALIFORNIA RESIDENTS

"Shine the Light Law". If you are a California resident, 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 2023 will receive information regarding 2022 sharing activities). You may submit your request using the contact information at the end of this Policy. We do not disclose your personal information to third parties for their direct marketing purposes.

"Eraser Law". 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.

California Consumer Privacy Act (“CCPA”) Addendum. The following California Privacy Policy Addendum (“CA Addendum”) applies solely to individuals who are residents of the State of California (“consumers” or “you”). This CA Addendum describes our policies and practices regarding the collection, use, and disclosure of personal information we collect about you, including personal information we obtain when you access or use the Site, or through other channels including but not limited to phone and email conversations, social media interactions on our websites and other third party websites such as social media sites, viewing our emails, attending an event, or through our authorized services providers.

This CA Addendum supplements and amends the information contained in the Site Policy with respect to California residents. Any terms defined within the CCPA have the same meaning when utilized within this CA Addendum. The other provisions of the Site Policy continue to apply except as modified in this CA Addendum.

Please read this CA Addendum carefully before using the Site or otherwise submitting information to us. By visiting the Site or otherwise submitting information, you indicate your understanding that the collection, use, and disclosure of your information is subject to the terms of this CA Addendum and our **Terms of Use**.

Except as otherwise noted, any capitalized terms not defined in the CA Addendum have the meaning set forth in the Policy and Terms of Use.

IF YOU DO NOT CONSENT TO THE COLLECTION, USE, AND SHARING OF YOUR INFORMATION AS DESCRIBED IN THIS CA ADDENDUM, PLEASE DO NOT PROVIDE US WITH SUCH INFORMATION.

A. Personal Information We Collect

As described below, we may collect or have collected in the preceding 12 months the following categories of personal information (“PI” or “personal information”). We may add to the categories of PI we collect and the purpose we use PI. In that case, we will inform you by posting an updated version of this CA Addendum on the Site.

- 1. Identifiers.** Examples include real name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.
- 2. Other elements.** Examples include name, characteristics or description, address, telephone number, household income range, account number, credit card number.
- 3. Characteristics of protected classifications under California or federal law.** Examples include age range, disability.
- 4. Commercial information.** This includes services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- 5. Internet or other electronic network activity.** Examples include browsing history, search history, a consumer’s interaction with an internet website, application, or

advertisement.

6. **Geolocation data.** This might include location information while using one of our apps.
7. **Audio, electronic, visual, thermal, olfactory, or similar information.** Examples of this category including identifiable information obtained about you while speaking with our ticketing department on the telephone.
8. **Professional or employment-related information.**
9. **Consumer profile.** This includes inferences drawn from any of the information identified above to create a profile about a consumer reflecting the consumer's preferences, characteristics, and behaviors.

PI does not include:

1. Publicly available information from government records.
 2. Deidentified or aggregated consumer information.
 3. Information excluded from the CCPA's scope, such as certain health or medical information and other categories of information protected by different laws.
- **Business or Commercial Purposes for Which We Collect Your Personal Information.** See section 4, above.
 - **Sources of Personal Information.**
 - **You.** We may collect personal information from you when you contact us; place an order, register, participate in a contest, promotion, or survey; or through web technologies such as browser cookies, flash cookies, and web beacons set when you visit the Site.
 - **News outlets.**
 - **Social media, websites, and related services.** We may collect information about you through your social media services consistent with your settings on such services, or from publicly available websites consistent with their terms and conditions.
 - **Third Parties.** We may collect information about you from third parties that are lawfully entitled to share your data with us such as business partners or sponsors. We may also collect information about you from service providers who help deliver or support our products and services.
 - **Information Collected Automatically.** As you navigate through and interact with our Site, we may compile information concerning you and your usage of the Site through web technologies, as discussed in section 3.

B. Disclosures of Personal Information. The following chart describes the categories of personal information we may collect or collected about you and the categories of third parties to whom we may disclose or disclosed, or may sell or sold that category of personal information in the preceding twelve months.

Categories of Personal Information	Categories of Third Parties to Whom Disclosed	Categories of Third Parties to Whom Sold or Shared*
<ul style="list-style-type: none"> • Identifiers and Other Elements • Characteristics of protected status • Commercial information • Internet and other electronic network activity • Geolocation data, including precise geolocation data • Consumer profile • Internet or other electronic network activity 	<ul style="list-style-type: none"> • Service providers • Related entities, affiliates and business partners • Vendors • Professional advisors • Social networks • Third parties at your direction • As related to legal or business matters 	<ul style="list-style-type: none"> • Advertising or social media partners/ vendors, networks for our own advertising and marketing purposes.

*We do not have actual knowledge that we have sold or shared the personal information of consumers under the age of 16 years old.

C. Consumer Rights. The CCPA provides California consumers with the following rights, subject to certain exceptions:

The Right to Opt Out of the Sale or Sharing of Your Personal Information. We may Sell or Share your Personal Information to the categories of third parties listed in the preceding chart.

This Site also recognizes and processes opt-out preference signals sent from your browser that indicate your intent to opt out of the Sale or Sharing of your Personal Information. We will not charge you a fee or require any valuable consideration if you use the opt out signal nor will we change your experience with our website or the products and services we offer.

The Right to Limit Use and Disclosure of Your Sensitive Personal Information. We do not use or disclose your sensitive personal information for purposes that, with limited exceptions, are not necessary to provide our products and services as are reasonably expected by an average consumer requesting those goods and services.

Right to Request Deletion. You have the right to request that Las Vegas Events delete your PI from its records, subject to certain exceptions. Upon receipt of a verifiable consumer request (see below), and as required by the CCPA, we will delete and direct any service providers, contractors, and third parties to delete your PI from their records.

The Company is not required to comply with your request to delete your PI if it is necessary for the Company (or its service provider) to maintain your PI in order to:

- a) Complete the transaction for which the PI was collected, provide a good or service requested by you, or reasonably anticipated by you within the context of our ongoing business relationship with you, or otherwise perform a contract between the Company and you.
- b) Help to ensure security and integrity to the extent the use of the consumer's PI is reasonably necessary and proportionate for those purposes.
- c) Debug to identify and repair errors that impair existing intended functionality.
- d) Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law.
- e) Comply with the California Electronic Communications Privacy Act pursuant to Chapter 3.6 (commencing with Section 1546) of Title 12 of Part 2 of the Penal Code.
- f) Engage in public or peer-reviewed scientific, historical, or statistical research that confirms or adheres to all other applicable ethics and privacy laws, when the Company's deletion of the information is likely to render impossible or seriously impair the ability to complete such research, if you have provided informed consent.
- g) To enable solely internal uses that are reasonably aligned with your expectations based on your relationship with the Company and compatible with the context in which the consumer provided the information.
- h) Comply with a legal obligation.

Right to Know/Access. You have the right to request that we disclose the following to you as it relates to the 12-month period preceding the Company's receipt of your verifiable consumer request (see below):

- a) The categories of PI we have collected about you.
- b) The categories of sources from which the PI was collected.
- c) The business or commercial purpose for collecting, selling, or sharing PI.
- d) The categories of PI we disclosed, sold, or shared for a business purpose.

- e) The categories of third parties we disclosed, sold or shared PI with, by the category of PI.
- f) The specific pieces of PI we collected about you.

Right to Request Correction. You have the right, subject to certain limitations, to request that we correct any inaccurate personal information we maintain about you. Upon receipt of a verifiable consumer request, and as required by the CCPA, we will take appropriate steps to respond to your request.

D. Submitting Consumer Rights Requests

To submit a California Consumer Rights request as outlined in this CA Addendum, please contact us at 1-888-299-1228 or marketing@lasvegasevents.com.

Verifiable Requests. We reserve the right to only respond to verifiable consumer requests. A verifiable consumer request is one made by any individual who is:

- a) the consumer who is the subject of the request,
- b) a consumer on behalf of the consumer's minor child, or
- c) by a natural person or person registered with the Secretary of State authorized to act on behalf of a consumer.

If we request, you must provide us with sufficient information to verify your identity and/or authority to act on behalf of a Consumer. In general, we may ask you to provide identifying information that we already maintain about you or we may use a third-party verification service. In either event, we will try to avoid asking you for sensitive PI to verify your identity. We may not be able to respond to your request or provide you with PI if we cannot verify your identity or authority to make the request and confirm the PI relates to you. However, making a verifiable consumer request does not require you to create an account with us.

Additionally, you will need to describe your request with sufficient detail to allow us to review, understand, assess, and respond. We will not use the PI we collect from an individual to determine a verifiable request for any other purpose, except as required by law.

We reserve the right to charge a fee to process or respond to your request if it is excessive, repetitive, or manifestly unfounded. If we determine that a request warrants a fee, we will attempt to notify you as to why we made that decision and provide a cost estimate before completing your request. We will attempt to respond to a verifiable consumer request within forty-five (45) days of receipt, but we may require up to ninety (90) days to respond, under which circumstances we will notify you of the need for an extension.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your

option. Any disclosures we provide will only cover the 12-month period preceding the receipt of your verifiable consumer request. With respect to personal information collected on and after January 1, 2022, and to the extent expressly permitted by applicable regulation, you may request that such disclosures cover a period beyond the 12 months referenced above, provided doing so would not be impossible or require a disproportionate effort by us.

The response we provide will also explain the reasons we cannot comply with a request, if applicable. To the extent permitted by the CCPA, we will respond to no more than two requests during any 12-month period.

We will not discriminate against you for exercising any of your CCPA rights. For example, we generally will not provide you a different level or quality of goods or services if you exercise your rights under the CCPA.

Authorized Agents. You may authorize a natural person, or a business registered with the California Secretary of State to act on your behalf with respect to the right under this CA Addendum. When you submit a Request to Know or a Request to Delete, unless you have provided the authorized agent with a qualifying power of attorney, you must provide your authorized agent written permission (signed by you) to act on your behalf and verify the authorized agent's identity with us. We reserve the right to deny requests from persons or businesses claiming to be authorized agents that do not submit sufficient proof of their authorization.

NEVADA RESIDENTS.

If you are a Nevada resident, you may have the following additional rights. Terms used in this Nevada section shall have the meaning ascribed to them by the applicable data protection law, including the definition of sale and covered information.

Do Not Sell. We do not sell your covered information; however, Nevada law requires us to notify you of your right to submit a verified request instructing us not to sell any of the covered information we have collected about you or will collect about you through our website. To submit your request, you may contact us as at marketing@lasvegasevents.com.

HOW TO CONTACT US.

If you have any questions regarding this Policy or the privacy of your personal information, please contact us at:

Las Vegas Events
ATTN: Privacy Agent
770 E. Warm Springs Road, Suite 160
Las Vegas, NV 89119
marketing@lasvegasevents.com
702-260-8605