

Privacy Notice

Last Updated: September 17, 2025

We know that you care how information about you is used and shared. We appreciate your trust that we will do so carefully and sensibly. **By visiting this Website and providing your personal information, you are accepting and consenting to the practices described in this Privacy Notice.**

From time to time, we may choose to change this Privacy Notice, so please review it frequently. When that occurs, we will post the changes to this Privacy Notice along with the date of the last revision. Your use of the Website after we have posted such changes constitutes your acceptance of the amended terms. We reserve the right to apply the amended Privacy Notice to the information that we have already collected, subject to any legal constraints.

What personal information do we collect and how is it disclosed?

Personal information, as used herein, means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. When using this Website, you may be required to provide personal information to us. The following are categories of personal information we collect from you when you use the Website.

In addition to the table below, we will collect and process information about you in the following situations:

Consent: We also collect and process information we have about you for other purposes if you consent to those uses at the time you provide your personal information.

De-identified or aggregate information: We may use information we have about you to create de-identified or aggregate information that will no longer be identifiable to you, such as de-identified location information, information about devices used to access our services, or other relevant analyses.

Legal, Regulatory, Safety, and Compliance: In certain situations, we may be required to use and share your information as required by law or to protect our rights and property with third parties. This includes:

- Complying with a subpoena or other legal process requests,
- Protecting your safety or the safety of others,
- Investigating fraud or violation of our Terms, and
- Responding to a valid government request or subpoena.

Sale, Merger, or Acquisition: In the event we sell or transfer all or a portion of our business or assets due to an acquisition, merger or other business decision or transaction and such activity may require and/or result in the sharing of your information with that entity.

Categories of Information Collected	Sources of Information Collected	Purpose of Collection	Third Party Disclosure For Business Purpose
(A) Individual Identifiers such as name, email address, address, telephone	<ul style="list-style-type: none"> • You, through the Website , surveys , and contests • Service Providers 	<ul style="list-style-type: none"> • Interactions with you • Security/ incident detection, fraud prevention • Quality & safety of the service • Marketing 	<ul style="list-style-type: none"> • Payment Service Provider • Ticket Resellers • Fraud Prevention Provider • Marketing Partners
(B) Commercial Information, such as purchase and sale information relating to tickets you purchase through the Website, including payment	<ul style="list-style-type: none"> • You, when you order a ticket. • Service Providers 	<ul style="list-style-type: none"> • Ticket fulfillment • Interactions with you • Security/ incident detection, fraud prevention • Quality & safety of the service • Marketing 	<ul style="list-style-type: none"> • Payment Service Provider • Ticket Resellers • Fraud Prevention Provider • Marketing Partners

details			
(C) Automatically Collected Information, such as browser type, device type, IP address	Automatically from your devices when you interact with the Website	<ul style="list-style-type: none"> Quality and security of the Website Marketing 	<ul style="list-style-type: none"> Marketing Service Provider
(D) Inferences Drawn from Personal Information	Service Providers	To confirm your identity	Not Applicable
(E) Geolocation Data	To approximate your geolocation.	To provide location-based marketing and services	<ul style="list-style-type: none"> Marketing Service Providers
(F) Internet or other network activity information, for example browsing history, activity on the Website, or session IDs	<ul style="list-style-type: none"> You when you interact with our Website Service Providers 	<ul style="list-style-type: none"> Interactions with consumers Internal research & development Marketing Security/ incident detection, fraud prevention Quality & safety of the business' service 	<ul style="list-style-type: none"> Marketing Service Providers IT Service Providers
(G) Sensory Data, such as audio, electronic, visual, or similar information	You when you call our support line or otherwise communicate with us.	<ul style="list-style-type: none"> Ticket fulfillment Interactions with you Security/ incident detection, fraud prevention Quality & 	<ul style="list-style-type: none"> Payment Service Provider Ticket Resellers Fraud Prevention Provider

		safety of the service	
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1. Choices Regarding Your Personal Information and Opting Out.

You can make the following choices to opt out of certain activities regarding your personal information:

If you do not wish to receive promotional information, you may opt out of such future communications by following the instructions in our promotional communications to you or by writing to us at the address below

Affiliate Marketers LLC
Attn: Opt Out
838 Walker Road, Suite 21-2, DE 140
Dover, DE 19904

Please Note: This address is a mailing contact address only, and not the physical location for this website. If you have customer service questions please contact via the [contact page](#).

We may use behavioral-based advertising. This means that a third party may use technology (e.g., a cookie) to collect information about your use of our Website so that we can provide advertising about products and services tailored to your interest. That advertising may appear either on our Website or on other websites. If you wish to limit third parties' collection of information about your use of our Website, you can opt out at the Digital Advertising Alliance or Network Advertising Initiative. PLEASE NOTE THAT OPTING-OUT OF BEHAVIORAL ADVERTISING DOES NOT MEAN THAT YOU WILL NOT RECEIVE ADVERTISING WHILE USING THE WEBSITE. IT WILL, HOWEVER, EXCLUDE YOU FROM INTEREST-BASED ADVERTISING CONDUCTED THROUGH PARTICIPATING NETWORKS, AS PROVIDED BY THEIR POLICIES AND CHOICE MECHANISMS. Further, if you do not wish to receive advertisements or other content from us, you may opt out of such future communications by following the instructions in our communications to you, by writing to us at the address above, or by emailing us at PrivacyRequest@seats.com

If you use the services offered on the Website, we may send you

updates on important information about the Website and our services. If you do not wish to receive updates from us, you may opt out of such future communications by following the instructions in our electronic communications to you, by writing to us at the address above, or by emailing us at PrivacyRequest@seats.com.

2. Third-Party Tracking and Do Not Track Signals.

Third parties may use tracking technologies in connection with our Website, which may include the collection of information about your online activities over time and across third-party websites. This Privacy Notice does not apply to these third-party technologies because we may not control them and we are not responsible for them. Do Not Track is a technology that enables users to opt out of tracking by websites they do not visit. Currently, we do not monitor or take any action with respect to Do Not Track technology.

3. Cookies.

A cookie is a small text file that is stored on a user's computer for record-keeping purposes.

You can block or disable cookies or other tracking technologies on your device at any time by changing your preferences or options menus in your browser. You can also reject or delete the cookies that are stored on your device. However, blocking, disabling, or deleting cookies may limit your ability to view all the pages on our Website. Each browser provides different mechanisms for managing cookies. Look at your browser's help menu to determine the best way to modify your browser's cookie storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details. You can still use our Website if you block or delete our cookies, but your ability to access certain Website features may be limited. To find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit: <https://www.aboutcookies.org/>.

On our Website, we use the following types of cookies and similar tracking technologies

- 3.1 Session and persistent:** We use session and persistent cookies. Session cookies exist only during one session. They disappear when you close your browser, restart, or turn off your device. Persistent cookies remain on your device after you close your browser, restart, or turn off your device.

Transactional and functional: We use cookies that are necessary for our Website to run, including optimizing or powering features on the Website and helping us identify irregular or fraudulent behavior on the Services

- (a) **Server Logs:** We and our service providers use cookies and other tracking technologies to collect and store your IP address and device data in server logs to support the functionality of the Website and provide information to you that is relevant and error free.
- (b) **Device Identifiers:** When you access the Website through a mobile device, we and our service providers may access, collect, monitor and/or remotely store device identifiers. These are small data files stored on or associated with your device. This may be used to help you log in faster and enhance your navigation of the Website.
- (c) **Transaction Identifiers:** When you use the Website, we and our service providers may access, collect, or store transaction identifiers, an internal identification number that we assign to our customers. This helps us understand and review your transactions.

3.2 Marketing and advertising. We use cookies and other tracking technologies to market products or services such as when you complete but abandon a ticket order, monitor which ads have been served to your browser, which webpages you were viewing when such ads were delivered, and provide you advertising based on your browsing activities and interests.

3.3 Analytics and integration. We use third party analytics and marketing integration services such as Google Analytics to track and optimize our Website's performance and marketing activities.

3.4 Google Analytics and Opt-out. Google Analytics uses first-party cookies to collect information about how users use our Website. This information is used to compile reports and to help us improve our Website. The reports disclose website trends without identifying individual visitors. For more information on Google Analytics, please visit: <https://policies.google.com/technologies/partner-sites>. You can opt out of Google Analytics without affecting how you visit our Sites. For more information on how to opt out of Google Analytics

tracking across all websites you use, visit:
<https://tools.google.com/dlpage/gaoptout>.

4. Links to Third Party Sites.

The Website may include links to other websites whose privacy practices may differ from this Privacy Notice. If you submit personal information to any of those linked sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy notice of any website you visit.

5. How do you protect my personal information?

We take security of your personal information seriously. We are committed to maintaining the confidentiality, integrity, and security of your personal information and take precautions to protect it. It is our policy to use reasonable and appropriate administrative, technical, and physical safeguards to protect information we have about you from loss, theft, and unauthorized use, access, modification, or destruction. We periodically review our established policies and procedures to ensure that they are appropriate and effective at meeting our commitment to our community, our customers, and ourselves. We also require third-party service providers acting on our behalf or with whom we share your information to maintain security measures consistent with applicable regulatory compliance requirements.

Notwithstanding these security safeguards, it is impossible to guarantee absolute security in all situations. If you have any questions about the security of our ticketing services, please contact us as described in the "Contact Us" section. For your own online security, please do not send any other confidential personal information to us via email or through the contact form on our Website.

6. California Privacy Rights.

We do not sell or disclose your personal information to third parties for valuable consideration. To submit a request for information, send an email with the subject heading "California Privacy Rights" to CCPARrequest@seats.com or contact us via the [contact page](#). In your request, please attest to the fact that you are a California resident and provide a current California address for our response. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

If you are a California resident, pursuant to the California Consumer Protection Act (CCPA), you have the right to request:

- 6.1** the categories of personal information we have collected about you;
- 6.2** the categories of sources from which your personal information is collected;
- 6.3** the business or commercial purpose of collecting or selling your personal information;
- 6.4** the categories of third parties with whom we share your personal information;
- 6.5** the specific pieces of personal information we have collected about you;
- 6.6** the categories of personal information that we have sold about you and the categories of third parties to whom the personal information was sold, if applicable;
- 6.7** deletion of your personal information; and
- 6.8** an opt out of having your personal information disclosed or sold to third parties.

7. Exercising Your Privacy Rights.

When exercising the rights or options described in this Privacy Notice, the following guidelines apply:

- 7.1** No Fee Usually Required: You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee or decline to comply with your request if your request is clearly unfounded, repetitive, or excessive. What We May Need from
- 7.2** You: When exercising your rights or otherwise assisting you, we may need to request specific information from you to help us confirm your identity. This is a security measure to ensure we do not disclose personal information to any person who is not entitled to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.
- 7.3** Time to Respond: We try to respond to all legitimate requests within 45 days of your request. Occasionally it may take us longer than 45 days to respond, for instance if your request is particularly complex or you have made a number of requests. In this case, we will notify you of the delay, and may continue to update you regarding the progress of our response.

7.4 No discrimination: You will not be subject to discrimination as a result of exercising the rights described herein. In some cases, when you exercise one of your rights, we will be unable to comply with the request due to legal obligations or otherwise, or we will be unable to provide you certain products or services. These responses are not discrimination and our reasons for declining your request or ceasing services will be provided at that time. Authorized

7.5 Agent: You may designate an authorized agent to make a request on your behalf. In order to designate an authorized agent to make a request on your behalf, you must provide a valid power of attorney, the requester's identification information and the authorized agent's identification information.

7.6 Limitations Please note that your request may be limited in certain cases, for example if complying with your request would conflict with:

- (a) Federal, state, or local law;
- (b) Regulatory inquiries;
- (c) Subpoenas; or
- (d) Exercising or defending legal claims.

8. Children's Privacy.

This Website is intended for general audiences. In accordance with the Children's Online Privacy Protection Act, in the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any personal information from or about your child, please contact us at the address below.

9. Transfer of Personal Information to the United States.

The Website is operated in the United States. The privacy and data protection laws in the United States differ from those of other countries. If you are located outside of the United States, please be aware that the personal information that we collect will be transferred to and processed, stored, and used in the United States, and that by using our Website and applications, you consent to such transfers and processing.

10. How do I exercise my rights in my personal information?

Except as required or requested by you pursuant to applicable law, we will retain your personal information for as long as necessary to fulfill the purpose for which we obtained the personal information. Subject to

applicable law, if you want to access, delete, or correct the personal information about you that we have, please write to the address below or contact us at PrivacyRequest@seats.com. Notwithstanding that you may request that we no longer use your personal information to provide you services, we may continue to retain and use certain information for analytical purposes and as necessary to comply with our respective legal obligations, investigate claims, resolve disputes, and enforce our agreements.

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

You may contact us at:
Affiliate Marketers LLC
Attn: Privacy
838 Walker Road, Suite 21-2, DE 140
Dover, DE 19904

Please Note: This address is a mailing contact address only, and not the physical location for this website. If you have customer service questions please contact via the [contact page](#).

PrivacyRequest@seats.com