



# EVENTIM LIVE UK GROUP

## PRIVACY POLICY

### Introduction

We respect your privacy and are committed to protecting your personal data. The purpose of this Privacy Policy is to explain how we will use any personal data we collect about you, the rights you have over any personal data we hold about you, and to tell you about the policies and procedures that we have in place to respect your privacy and keep your personal data secure.

This Privacy Policy is provided in a layered format so you can click through to the specific areas set out below.

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### 1. Important information and who we are

#### Purpose of the Privacy Policy

This Privacy Policy sets out the basis on which any personal information we collect from you, or that you provide to us, will be processed by us. We collect your data in the course of:

- Interacting with you in relation to various services which we, or our agents on our behalf, provide to you. This can include but is not limited to the following goods and services (collectively, “**Our Services**”):
  - attend any of our festivals or events (which may include, without limitation, music events, arts events or camping holidays) from time to time;
  - entry to our venue for attending events;

- purchase a ticket for any of our festivals or events or any service or “bolt-on” which is sold by us or on our behalf;
- enter any of our competitions;
- apply for a guest list or accreditation to attend our festivals or events or venue or are the guest of another person who applies on your behalf;
- request special access support for any of our festivals, other events or to the venue (information will relate to you and your carer);
- attend one of our onsite dining experiences and provide your dietary requirements;
- are a local resident in the vicinity of our venue or one of our events and request to be included in the residents’ database or contact the residents’ hotline;
- create an account with us via our mobile applications or other online platforms;
- subscribe to receive newsletters or updates from us about our festivals or events or venue;
- request a brochure for our festivals or events or venue;
- medical support should you suffer an accident or injury at our venue or one of our festivals or events; or
- communicate with us in person, via our online platforms, over the phone, via email or through our mobile applications or otherwise by using any of our websites or apps or interacting with us on social media.

In this Privacy Policy, we refer to individuals who interact with us in this way as “**Customers**” regardless of whether or not you have bought goods or services from us or have attended our venue or one of our events or festivals.

- Interacting with you where you supply, or are an agent of a person who supplies, goods or services to us or act as a partner (e.g. a media agency or sponsor) of our venue or one of our festivals or events and are a natural person (such as a self-employed person) or the the representatives or contact persons of our suppliers, service providers or partners who are legal entities. We refer to such persons in this privacy policy as “**Suppliers**” and “**Partners**” respectively.

This website is not intended for children and we do not knowingly collect data relating to children. Our corporate customers, Suppliers and Partners are not data subjects and their data is not personal data for the purposes of this Privacy Policy, though their individual employees may be.

Please be aware that all job applicants will be issued with a separate Candidate Privacy Notice in relation to the data which we hold in connection with the application process. This Privacy Policy does not apply in respect of our processing of personal data in the context of our relationship with our employees, workers and certain contractors who are issued with a separate Employee Privacy Notice.

It is important that you read this Privacy Policy together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you

so that you are fully aware of how and why we are using your data. This Privacy Policy supplements the other notices and is not intended to override them.

### The Data Controller – Who we are

Our group (the “**Eventim Live UK Group**”) is made up of different legal entities which own and operate a venue as well as various festivals and events. The company within the Eventim Live UK Group which owns or operates a festival or event or venue will be the data controller responsible for the processing of personal data under applicable data protection law in connection with that festival or event or venue and will control and be responsible for the website and any mobile applications which relate to that festival or event or venue. The details of those group companies and the festivals/events/venue for which they are the data controller and the websites which they control are set out below. Eventim Live UK Limited either controls or holds an interest in the other named data controllers:

<b>Data Controller</b>	<b>Festival/Event/Venue</b>	<b>Website</b>
Eventim Live UK Limited Company number: 00859087	N/A	www.u-live.com
ULive Portfolio Limited Company number: 06861132	Le Crxssing and other events held under or related to the Le Crxssing brand	lecrxssing.com
	The Long Road and other events held under or related to The Long Road brand	thelongroad.com
	Camp Elwood and other campsites and holidays held under or related to the Camp Elwood brand	campelwood.com
Boundary Brighton Limited Company number: 10048623	Boundary Festival and other events held under or related to the Boundary Festival brand	boundarybrighton.com
Love Supreme Festival Limited Company number: 07167313	Love Supreme and other events held under or related to the Love Supreme brand	lovesupremefestival.com
Nocturne Live Events Limited Company number: 08832956	Nocturne and other events held under or related to the Nocturne brand	Nocturnelive.com
Sundown Festival Limited Company number: 06721466	Sundown and other events held under or related to the Sundown brand	Sundownfestival.co.uk
A Man About A Dog Limited Company number: 08817956	Events held under or related to the LWE brand	lwe.events
	COGO and other events held under or related to the COGO brand	cogo.events

	ION Festival and other events held under or related to the ION Festival	ionalbania.com
	PROSPECT (Bristol) venue	<a href="http://www.prospectbristol.com">www.prospectbristol.com</a>
UTB Events Limited Company Number: 10461061	Junction 2 and other events held under or related to the Junction 2 brand	junction2.london

### **Our contact details**

If you have any comments or questions about this Privacy Policy or our data processing practices, please address them to us at [privacy@u-live.com](mailto:privacy@u-live.com) or address the letter for the attention of our Data Protection Manager **to the relevant company named above**, who can be contacted at 3 Pancras Square, London, N1C 4AG (for example, a letter in relation to Sundown would be sent to Data Protection Manager, Sundown Festival Limited, 3 Pancras Square, London, N1C 4AG). Please note a number of companies are located at this address so it is important you include the company name when writing to us to ensure we receive your letter.

### **Your details and any changes**

We need to ensure that the data that we hold about you is accurate and current. Please let us know if your personal data changes during your relationship with us.

### **Joint controllers**

We work with other organisations in connection with our venue and some of the events listed above, such as co-promoters. In some situations, where another organisation is involved, we make joint decisions in relation to particular processing activities and will be 'joint controllers' of personal data in such instances. As joint controllers, we, together with the other organisations involved, will be jointly responsible to you under data protection laws for processing your personal data. In some circumstances, such other organisations may receive your personal data directly from you and will be separately responsible to you for the collection and processing of your personal data. We are not responsible for the privacy policies of any such organisations and we recommend that you check their privacy policies. If you cannot locate such privacy policies on the event or venue site, you can contact us using the contact details above for assistance.

### **Third Party Links**

We sometimes provide you with links to other websites or mobile applications, but these websites and mobile applications are not under our control. We are only responsible for the privacy practices and security of Our Services. We are not responsible for the privacy policies, content or security of any linked websites or mobile applications. We recommend that you check the privacy and security policies of each and every website and mobile application that you visit.

In some instances, a third party may operate or host a competition on our website or mobile application, and collect your personal data. In those cases, where we are not the operator or host of the competition, we have no control over the personal data collected and accordingly urge you to review the third party's privacy policy before participating.

## 2. What data do we collect about you?

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows (the examples of data given below under the different data types are non-exhaustive):

- **Identity Data:** e.g.
  - first name, surname, date of birth, gender, location, or similar identifier;
  - your role where you work for one of our Suppliers or Partners;
  - CCTV images and/or bodycam images when you attend our venue or one of our festivals or events or visit us at our head office;
  - photographs/video footage of you in attendance at our venue or one of our festivals or events or as required for entry to our head office or issuance of passes to you;
  - details of incidents in which you may have been involved at our venue or one of our festivals or events;
  - artists' visas, passports or other right to work documents; or
  - evidence you may provide to us to show your eligibility for an exchange or refund under the terms of our booking terms and conditions as a direct result of Covid-19;
- **Contact Data:** e.g. billing address and delivery address, home address or postcode, email address and telephone numbers;
- **Financial Data:** e.g. bank details of any individual Suppliers/Partners and payment card information;
- **Transaction Data:** e.g.
  - details about payments to Suppliers/Partners and from Customers/Partners;
  - information about Our Services (including, for example, what we have provided to you, when and where and, if applicable, how much you paid);
  - information about goods and services you have provided to us;
  - information about transactions you make with us or with other companies for goods and/or services at our events or festivals or venue which we are required to fulfil;
  - any prizes you have won from competitions we have operated; or
  - contracts we have entered into with you;

- **Technical Data:** e.g. information about any device you have used to access Our Services or our mobile applications such as your device’s make and model, device identifier, operating system, browser, MAC address or IP address, time zone setting and location and other technology on the devices you use to access Our Services;
- **Profile Data:** e.g.
  - your account login details, username and password for our accounts or mobile applications;
  - purchases or orders made by you and your preferences;
  - dietary requirements of which you inform us when you make a reservation at one of our festival or holiday camp restaurants; or
  - social media handle, posts, public profile, follows and likes from a social network such as Facebook and Twitter. We primarily use this data when you enter our competitions;
- **Usage Data:** includes information about the pages or sections you have visited on the websites or mobile applications provided by us including the pages or sections you visited, the website or mobile application you were referred from and when you visited or used them, whether you have used a promotion so that the same promotion is not used twice;
- **Vehicle and Travel Information Data:** e.g. your car registration, make, model, colour and size/dimensions where required for our venue or event advancing and details of artists’ or Suppliers’ travel plans;
- **Marketing and Communications Data:** e.g.
  - your preferences in receiving marketing data from us and (where applicable) your communications preferences;
  - information you provide to us with when you contact us by phone, email, post, or when you communicate with us online or via social media or communicate with us in person onsite at an event or our venue and copies of such correspondence where applicable (e.g. details of your lost property, queries or complaints);
  - information about electronic communications you receive from us, including whether that communication has been opened and if you have clicked on any links within that communication; or
  - answers you provide when you respond to competitions, votes and surveys (where applicable);
- **Miscellaneous:** includes other personal data which you may disclose to us when you use Our Services or act as a Supplier at any time or which we may collect about you in the provision of Our Services or receipt of your services (for example, details of any incident in which you may be involved at an event or festival or venue or complaints which you may report).

From time to time we may also collect and use “**Aggregated Data**” such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. We also aggregate Transaction Data based on ticket sales reports which we anonymise before use. However, if we combine or connect Aggregate

Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

The only “**Special Category of Personal Data**” we collect about you is information you provide to us about your health (for example when you are buying tickets for accessible spaces or when we are investigating an accident which may have happened at festival or event or venue or informing us about your dietary requirements or informing us that you or a member of your party has tested positive for Covid-19 or you have been required to self-isolate as a result of Covid-19). As regards the Covid-19 information we require this for public interest in the areas of public health to prevent the transmission of Covid-19 are our festivals, venue and events. We do not collect details about your race, ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, genetic or biometric data. We only collect information about criminal convictions and offences in limited circumstances:

- in respect of Suppliers or Partners who are working with children at our festivals or events or venue; and/or
- in order prevent or detect an unlawful act where it is necessary in connection with any legal proceedings or prospective legal proceedings, to obtain legal advice, or is otherwise necessary for the purposes of establishing, exercising or defending legal rights.

### **3. How is your personal data collected?**

We use different methods to collect data from and about you including through:

- **Direct Interactions:** You may give us your personal data by filling in forms or by corresponding with us by post, phone, text message, email, social media, online, in person, by transacting with us through other methods of communication available from time to time. This includes but is not limited to personal data you provide when you:
  - sign up to our newsletter, agree to be contacted by us for marketing purposes, request a corporate brochure or otherwise request marketing to be sent to you;
  - purchase tickets for one of our events or festivals or venue from us, please note that we do not receive any payment card details from our ticket agents in relation to purchases which you make with them and we only receive your details for marketing purposes with your consent. We will receive your details from our ticket agents in order for us to contact you with details in relation to the event or venue for which you have purchased a ticket;
  - apply for disabled or specific needs access to one of our festivals or events or venue or report an accident or injury at one of our events or venue or provide us with details of your dietary requirements;
  - buy a bus ticket or a ticket from our onsite box offices or food and drink from the onsite restaurants which are operated by us or by our partners at our festivals or events or venue;
  - apply for a guestlist or accreditation at our venue or one of our events or festivals or a third party applies on your behalf ;
  - enter a competition, promotion or survey;
  - otherwise subscribe to Our Services;
  - give us feedback or otherwise contact us such as to request information, report lost property or make a complaint whether as an attendee or otherwise;

- provide details in person to a member of our onsite team about any occurrence at our venue or one of our events or festivals whether as an attendee or otherwise;
- complete one of our noise complaint forms;
- have a problem with your ticket which features your name and which requires us to take a photograph of it to remedy the problem;
- provide your personal data to be added to our local resident database to receive complimentary tickets or to our volunteer database;
- contact our local residents' hotline;
- provide us with your plant licence or driver's licence where you are providing services to us onsite which require us to see proof of the such licences;
- complete our onsite induction as a Supplier or are added to our festival contact sheet as part of the production team;
- contact us as a Supplier and provide your bank account details, contact details, travel details and we exchange communications; or
- request an exchange of your ticket or refund where you are unable to attend our venue or any of our festivals or events because you live in an area which is subject to Government restrictions on movement or you have contracted Covid-19 or you have been told to self-isolate either as a result of the NHS Track & Trace system or through any other Government mandated process.

Where you give us personal data belonging to another person, including, without limitation, when signing up to a guestlist at one of our events or festivals or venue, you must have the permission of that other person before sharing their data with us.

- **Automated technologies or interactions:** As you interact with our website we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this data by using cookies, server logs, and other similar technologies. Please see our [Cookie Policy](#) for further details.

**We may also receive personal data about you from third parties and public sources as set out below:**

- Identity Data and Contact Data where you are an individual and work for one of our Suppliers or Partners, your employer may provide this information to us;
- Identity Data, Contact Data and Transaction Data from ticket agents such as See Tickets Limited, our sales agents for onsite restaurant bookings who transfer personal data to us when you purchase a ticket from them or book a restaurant session for our festivals and/or events and/or venue and our white label online sales website provider where we make direct sales to you;
- Identity Data from our ticket agents where you choose to collect tickets at box office;
- Technical Data from analytics providers such as Google;
- Contact and Transaction Data from providers of technical, payment and delivery services such as ticket agents;
- Identity and Contact Data from publicly available sources such as Companies House;



- Identity, Contact, Transaction and Usage Data from our business development agents in relation to corporate booking leads and enquiries and sponsorship leads and enquiries;
- Usage Data from email marketing service providers such as Mailchimp;
- Identity Data and (where applicable) Contact Data from our third party service providers such as external event or venue security and medical teams in relation to incidents which take place at our festivals, venue and events in which you may be involved;
- Identity Data from third party photographers/videographers;
- Identity Data, Technical Data, Profile Data and Usage Data from Facebook Inc., Instagram, Twitter or other social media platforms, where you contact us via social media or enter one of our competitions or consent to them transferring personal data to us when you register for one of Our Services using the relevant social media account;
- Identity Data, Technical Data, Profile Data and Usage Data from Facebook Pixel, and/or Google Adwords where we carry out advertisement targeting;
- Transaction Data from payment processing provider following processing of certain payments; or
- Identity Data, Transaction Data, Contact Data and Vehicle and Travel Information Data from artists agents in respect of the artists whom they represent.

We may combine any personal data about you that we receive from you and from third parties.

#### **4. How do we use your personal data?**

All personal data that we obtain about you will be used in accordance with current data protection law and this Privacy Policy. We, or third party data processors acting on our behalf, will only use your personal data in the following circumstances:

- As necessary, to perform a contract with you, such as a contract to process an order from you for one or more of Our Services including, where applicable, carrying out fulfilment and delivery or to receive goods or services from you or to process an exchange or refund of your ticket in accordance with our booking terms and conditions;
- As necessary, to comply with a legal obligation, for the following purposes:
  - where you exercise your rights under data protection law and make requests; and
  - to comply with any legal obligation, any lawful request from government or law enforcement officials and as may be required to meet national security or law enforcement requirements or prevent illegal activity,
- As necessary, for our legitimate interests in operating our business and providing Our Services in a way that ensures they operate safely, securely and in a commercially suitable way which is tailored to your use and interests;
- As necessary to protect your vital interests or those of another person in a life or death situation;
- As necessary to perform a task in the public interest; or

- With your consent.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email or text message or in relation to special categories of personal data such as health information which we process with your explicit consent. You have the right to withdraw consent at any time by contacting [privacy@u-live.com](mailto:privacy@u-live.com).

We will not use any personal data which you provide to us or which we receive from third parties, including our ticket agents, to send direct marketing communications to you unless you have specifically consented to the same and the form of that consent meets all legal requirements.

With your explicit consent we process personal data about your health to provide you with tailored services such as disability and specific access services and to help us investigate an incident which may have happened at one of our events or festivals or venue.

### **Purposes for which we will use your data**

We have set out below, in a table format, the ways we, or our third party processors acting on our behalf, plan to process your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us at [privacy@u-live.com](mailto:privacy@u-live.com) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>PURPOSE/ACTIVITY</b>	<b>TYPE OF DATA</b>	<b>LAWFUL BASIS FOR PROCESSING INCLUDING BASIS OF LEGITIMATE INTEREST</b>
<b>Customers</b>		
<b>To fulfil your ticket order or order for “bolt-on” goods and/or services or contact you about a festival and/or an event and/or venue for which you have purchased tickets</b>	(a) Identity (b) Contact (c) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (for the effective operation of our business and to provide you with the best service)
<b>To enable box office collections</b>	(a) Identity	(a) Performance of a contract with you (b) Necessary for our legitimate interests (for the effective operation of our business and to provide you with the best service)

<b>To fulfil your special access requirements</b>	(a) Identity (b) Contact (c) Special categories of data	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to provide you with the best service) (c) Necessary to comply with a legal obligation (d) Express consent (where we process special categories of personal data)
<b>To obtain sales reports from our sales agents</b>	(a) Identity (b) Contact (c) Transaction	(a) Necessary for our legitimate interests (in order to monitor sales and plan for the events and venue. Ticket reports data is anonymised at point of receipt before being shared internally.
<b>To enable us to offer a ticket exchange or refund customers (where applicable)</b>	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (for the effective operation of our business and to provide you with the best service)
<b>To comply with any legal obligations we may have in connection with the Covid-19 pandemic</b>	(a) Identity (b) Contact (c) Miscellaneous	(a) Necessary to comply with a legal obligation (b) Performance of a contract with you (c) Necessary for our legitimate interests (to prevent transmission of Covid-19 at our festivals, venue and events) (d) Public interest in the areas of public health
<b>To provide free guestlist to our festivals, venue and events and verify your identity</b>	(a) Identity (b) Contact	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to ensure we have the correct details for guestlist operation, to contact guest with details of any changes to the event or our venue and to protect the security and safety of our customers)
<b>To meet your dietary requirements when you attend one of our festival and/or event pop-up restaurants and/or venue</b>	(a) Identity (b) Profile	(a) Performance of a contract with you
<b>Use of CCTV and/or bodycams to prevent and detect crime</b>	(a) Identity	(a) Necessary to comply with a legal obligation

		(b) Necessary for our legitimate interests (to prevent and detect crime and to protect the safety and security of visitors to our festivals, venue and events and those who work there)
<b>Use of CCTV for investigations</b>	(a) Identity	(a) Necessary to comply with a legal obligation (b) Necessary for our legitimate interests (to investigate health and safety and other incidents which have happened or have allegedly happened at our festivals, venue and events, to provide evidence in the event of legal proceedings)
<b>To investigate incidents, accidents or injuries or alleged incidents, accidents or injuries which take place at our festivals and/or events and/or venue and complaints</b>	(a) Identity (b) Contact (c) Miscellaneous	(a) Necessary to comply with a legal obligation (b) Necessary for our legitimate interests (to investigate illegal, health and safety and other incidents which have happened or have allegedly happened at our festivals, venue and events and complaints, to provide evidence in the event of legal proceedings)
<b>To save lives</b>	(a) Identity (b) Contact (c) Profile	(a) Necessary to protect your vital interests or those of someone else (b) Public interest in the areas of public health
<b>Photographs of crowds at our festivals and/or events and/or venue</b>	(a) Identity	(a) Necessary for our legitimate interests (to capture footage of artists performing at our festivals, venue and events which feature crowd or to record images of our festivals, venue and events for showreel and marketing purposes)
<b>To manage access to specific areas of our festivals and/or events and/or venue and Our Services</b>	(a) Identity (b) Contact	(a) Necessary for our legitimate interests (to manage access to backstage or VIP areas)

<p><b>To manage our relationship and transaction with you which will including:</b></p> <p><b>(a) Notifying you about changes to our terms or privacy policy</b>  <b>(b) Asking you to leave a review or take a survey</b>  <b>(c) Providing you with information about Our Services</b>  <b>(d) Contacting you about administrative matters in relation to festivals or events or venue for which you have purchased tickets or made enquiries</b>  <b>(e) Managing and responding to any queries or complaints you make or correspondence you send us</b></p>	<p>(a) Identity  (b) Contact  (c) Profile  (d) Marketing and Communications</p>	<p>(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated, to study how customers use our products/services, to provide a better service, to correspond with you where you have requested a response and obtain your feedback to improve our services, to resolve any disputes in the early stages to protect our business, to help us to return lost property to its rightful owner)</p>
<p><b>To enable you to partake in a prize draw, competition or complete a survey or review</b></p>	<p>(a) Identity  (b) Contact  (c) Profile  (d) Usage  (e) Marketing and Communications</p>	<p>(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business, to confirm delivery of a prize, to improve our services)</p>
<p><b>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</b></p>	<p>(a) Identity  (b) Contact  (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)  (b) Necessary to comply with a legal obligation</p>
<p><b>To verify your online identity for security purposes</b></p>	<p>(a) Identity  (b) Contact  (c) Profile</p>	<p>(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to prevent fraud)</p>
<p><b>To send you information which you have requested (e.g. e-newsletters or corporate brochures)</b></p>	<p>(a) Identity  (b) Contact</p>	<p>(a) Necessary for our legitimate interests (for the effective operation of our business and to provide you with the best service)</p>

<p><b>To deliver relevant marketing communications to you in order to market Our Services including, where applicable, processing your registration, creating custom marketing audiences on third party websites such as Facebook and profiling relating to our marketing</b></p>	<p>(a) Identity (b) Contact (c) Technical (d) Financial (e) Profile</p>	<p>(a) Consent (b) Necessary for our legitimate interests (in order to effectively market Our Services and ensure they operate in a commercially suitable way which is tailored to your use and interests)</p>
<p><b>To create and administer an account (e.g. online account)</b></p>	<p>(a) Identity (b) Contact (c) Profile</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to administer the account).</p>
<p><b>To deliver relevant website content to you</b></p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical</p>	<p>(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p>
<p><b>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</b></p>	<p>(a) Technical (b) Usage</p>	<p>(a) Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p><b>To make suggestions and recommendations to you about goods or services that may be of interest to you</b></p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>(a) Consent; or (b) Necessary for our legitimate interests (to develop our products/services and grow our business)</p>
<p><b>To provide you with any other of Our Services</b></p>	<p>(a) Identity (b) Contact (c) Transaction</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (for the effective operation of our business and to provide you with the best service)</p>

**Suppliers/Partners**

<b>To manage our relationship and transactions with Suppliers and Partners</b>	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to keep records of agreements and correspondence in relation to agreements with our Suppliers and Partners or details of prospective Suppliers and Partners and contact them in connection with business matters)
<b>To provide accreditation to our festivals, venue and events and verify your identity</b>	(a) Identity (b) Contact	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to ensure we have the correct details for accredited onsite attendees and to protect the security and safety of our customers)
<b>To enable us create and share onsite contact databases at our festivals, venue and events</b>	(a) Identity (b) Contact	(a) Necessary for our legitimate interests to ensure the safe and effective operation of our festivals/events/venue
<b>To enable us to pay Suppliers and Partners and to charge, invoice or refund relevant Partners (where applicable)</b>	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (for the effective operation of our business)
<b>To enable us to provide accreditation or Supplier/Partner guestlists for our festivals/events/venue</b>	(a) Identity (b) Contact (c) Vehicle and Travel Information (d) Transaction	(a) Necessary for our legitimate interests to ensure all relevant passes have been issued and arrangements made for access to be granted onsite
<b>To enable us to make necessary accommodation/travel arrangements for performers</b>	(a) Identity (b) Contact (c) Vehicle and Travel Information (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests to ensure artists are at the festival/event/venue on time for performance
<b>To enable us to check right to work in UK</b>	(a) Identity (b) Contact	(a) Necessary to comply with a legal obligation
<b>To save lives</b>	(a) Identity (b) Contact (c) Profile	(a) Necessary to protect your vital interests or those of someone else

### Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you.

You may receive marketing communications from us if you have opted in to receiving marketing when creating an account, buying a ticket for one of our festivals or events or to our venue or other goods or services we may offer from time to time, requesting a corporate brochure, signing up to a newsletter, entering a competition or using any other of Our Services which contain a marketing opt-in that you select.

If you have opted in to receive marketing communications from us we will send you communications relating to the event or festival or venue which you interacted with or requested to hear from. From time to time, if the Eventim Live UK Group operates a similar festival or event or operates a festival or event in a similar location or operates a festival or event with a similar genre to the one you initially interacted with or requested to hear from we may send you details about that other festival or event. We will not share your data with the member of the Eventim Live UK Group which operates or is the data controller in respect of that other festival or event for marketing purposes without your consent to do so.

### **Third party marketing**

We will get your express opt-in consent before we share your personal data with any company outside of the Eventim Live UK Group for marketing purposes.

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to receive an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact [privacy@u-live.com](mailto:privacy@u-live.com).

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so or request your consent to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **5. How do we share your personal data?**

We may share your personal data with other companies in the Eventim Live UK Group where we are lawfully allowed to do so.

We will share those elements of your personal data with data processors which help us to provide Our Services and where it is necessary for them to provide that help. These include:

- ticket agents who sell tickets and gather customer data on our behalf;
- third parties who provide goods and/or services at our festivals and/or events and/or venue which you have purchased or requested through us or our agents from time to time;



- email marketing and CRM system providers;
- online sales platform providers which we use to make direct sales to you;
- marketing agents who provide marketing services in relation to the festivals, venue and events, these entities may sometimes also be our shareholders;
- providers of analytics tools;
- our email platform providers;
- our online document storage and cloud processing providers;
- third party contractors (including security, venue and event staff) and the emergency services in relation to any incidents in which you may be involved in respect of which they may have been involved or have witnessed;
- third party Suppliers, Partners and members of our production team onsite at our festivals/events/venue who may require Suppliers'/Partners' contact details for the safe and efficient operation of the festivals/events/venue;
- event staff who operate the festival, venue and event box offices, guest list and accreditation access lists;
- providers of document management systems and online document storage platforms;
- web hosting server providers;
- professional advisors including lawyers, business affairs consultants, bankers, auditors, insurance brokers and insurers who provide consultancy, banking, legal, business affairs, insurance and accounting services;
- providers of advertisement targeting services;
- our payment processors who may be based outside of the EEA;
- HM Revenue and Customs, regulators and other authorities who require reporting of processing activities in certain circumstances;
- our co-promoters, Suppliers and Partners, where necessary, so that they can help us to run the venue or event for which tickets have been purchased, to fulfil the order, analyse customer behaviour, respond to queries and complaints, provide a better service and support to customers, and, with consent where required, for marketing;
- performers' visas and right to work documents may be shared with eth UKVI if requested;
- any externally appointed Data Protection Manager; or
- hirers of the venue.

We will also disclose your personal data to third parties in the following circumstances:

- third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy;
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us will be one of the transferred assets;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, any lawful request from government or law enforcement officials and as may be required to meet national security or law enforcement requirements or prevent illegal activity;
- in order to enforce or apply our Terms of Use or any other agreement or to respond to any claims, to protect our rights or the rights of a third party, to protect the safety of any person or to prevent any illegal activity; or
- to protect the rights, property, or safety of us, our customers or other persons. This may include exchanging personal data with other organisations for the purposes of fraud protection and credit risk reduction.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal

data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Save as expressly detailed above in this section, we will never share, sell or rent any of your personal data to any third party without notifying you and/or obtaining your consent.

### **Automated decision-making and profiling**

Where you consent to your data being shared with us and used by us for marketing purposes we may combine any personal data about you that we receive from you, from other companies in the Eventim Live UK Group, and from third parties in order to create marketing profiles.

Marketing profiles include personal data such as information about Our Services you have used or purchased previously, information about when you have visited our venue or one of our festivals or events in the past or events you attended, demographic data and data from your social media profiles.

For example, we may analyse the personal data of people who have purchased tickets for a particular future Eventim Live UK Group festival or event or venue and then compare them with other people in our database. If we identify people in our database who have similar personal data to the original purchasers, if we have their consent to do so, we may then target marketing about that event or venue to the people we have identified in our database, for example by sending direct marketing emails (where we have consent to do so). Alternatively, we may target people who live in a specific region and we will use your location data to create those profiles. We may conduct the profiling and send the direct marketing emails automatically but only where we have your consent to send you marketing communications.

We conduct these automated decision-making and profiling activities for our legitimate interests in providing Our Services and ensuring they operate for commercially viable purposes which are tailored to your use and interests.

We will ensure that the automated decision-making and profiling does not produce legal effects concerning you or similarly significantly affects you.

### **6. Where do we transfer your data?**

Your personal data may be transferred to, and processed in a location outside of the UK/European Economic Area (“**EEA**”).

Many of our external third party processors are based outside of the UK/EEA so their processing of your personal data will involve a transfer outside the UK/EEA.

Some countries outside the UK/EEA do not have laws that protect your privacy rights as extensively as those in the United Kingdom. However, if we do transfer your personal data to other territories, we will put in place appropriate safeguards to ensure that your personal data are properly protected and processed only in accordance with this Privacy Policy and in accordance with all relevant laws which apply to the personal data of citizens within the

UK/EEA. Those safeguards include imposing contractual obligations of adequacy or requiring the recipient to subscribe to or be certified with an 'international framework' of protection. You can obtain more information about the safeguards we put in place by contacting us at [privacy@u-live.com](mailto:privacy@u-live.com).

## **7. How long do we keep your personal data?**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including the purposes of satisfying any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal data we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We will retain your personal data for longer if we believe we may need them in order to respond to any claims, to protect our rights or the rights of a third party, and we will retain your personal data for longer if we are required to retain them in order to comply with applicable laws.

We will always retain your personal data in accordance with data protection law and never retain your personal data for longer than is necessary. If you have any questions about our retention policy contact [privacy@u-live.com](mailto:privacy@u-live.com).

## **8. How do we protect your personal data?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

We cannot guarantee the security of your personal data when you transmit it to us. For example, if you email us your personal data, you should be aware that email is not a secure transmission method. As such, you acknowledge and accept that we cannot guarantee the security of your personal data transmitted to us and that any such transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to prevent unauthorised access.

Where we have given you (or where you have chosen) a password which enables you to access one of Our Services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

## **9. What are your legal rights?**

You may contact our Data Protection Manager by email at [privacy@u-live.com](mailto:privacy@u-live.com) at any time, to:

- request that we provide you with a copy of the personal data which we hold about you;
- request that we update any of your personal data which are inaccurate or incomplete;
- request that we delete any of your personal data which we are holding;
- request that we restrict the way that we process your personal data;
- request that we provide your personal data to you or a third-party provider of services in a structured, commonly-used and machine-readable format;
- object to us processing personal data based on our legitimate interests; or
- object to us processing your personal data for direct marketing purposes.

### **No fee usually required**

You will **not** have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### **What we may need from you**

Your request must include your name, email address and postal address and we may request proof of your identity. Please allow at least seven working days for us to process your request.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### **Objection to public interest/legitimate interest processing**

Where you object to processing personal data based on public interest or legitimate interests we can continue to process such data if we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or where the processing is taking place for the establishment, exercise or defence of legal claims.

### **Withdrawing your consent**

Where we are processing your personal data based on your consent, you may change your mind and withdraw your consent at any time.

You can withdraw your consent to receive marketing communications by clicking on the unsubscribe link in an email.

You can also withdraw your consent to receive marketing communications or any other consent you have previously provided to us by contacting us at [privacy@u-live.com](mailto:privacy@u-live.com).

The consequence of you withdrawing consent might be that we cannot do certain things for you (e.g. continue to send you newsletters or meet you special access requests).

## **Cookies**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see Cookie Policy.

We use cookies and web beacons on our websites. Third parties also view, edit, or set their own cookies or place web beacons on our websites. Cookies and web beacons allow us and third parties to distinguish you from other users of the website.

The use of these technologies by such third parties is subject to their own privacy policies and is not covered by this Privacy Policy, except as required by law

## **Right to lodge a complaint with a supervisory authority**

You may also make a complaint to a supervisory authority for data protection matters. In the UK, this would be the UK Information Commissioner's Office <https://ico.org.uk>. If you live in another EEA country, you may complain to the supervisory authority in your country. Alternatively you may seek a remedy through local courts if you believe your rights have been breached.

## **Changes to our Privacy Policy**

We reserve the right to change our Privacy Policy from time to time. Any such changes will be posted on this page so that we can keep you informed about how we process your personal data. We recommend that you consult this page frequently so that you are aware of our latest Privacy Policy and can update your preferences if necessary. Your continued use of Our Services shall constitute your acceptance of any revised Privacy Policy.