

ARENANETWORK PRIVACY POLICY

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1. The Scope of this Policy

Thank you for visiting the ArenaNetwork website and member portal (the “Service”), owned and operated by ArenaNetwork, Inc. (“ArenaNetwork”, “We”, “Our”). ArenaNetwork is a live entertainment consulting company focused on booking Artists, Attractions, and Touring Productions in Arena and Theater Venues.

Please read the following information carefully. It tells you when this notice is effective, what information we collect from you, how we might use it, how you can review or change the personal information you provided to us, how we may change this notice, and the steps we take to ensure that your personal information is protected.

2. Agreement to Terms

All activities which you engage in through this service are voluntary. You are not required to provide any personal information to us unless you choose to access features of the Service which require such information. **If you do not agree with the terms of this Privacy Policy or our [Terms of Use](#), then you should immediately discontinue use of the Service without providing us any personally identifiable information.**

3. Effective Date and Changes to this Notice

This Privacy Notice is effective as of the date above and will remain in effect until a new notice supersedes it. We may choose to update this notice at our discretion, so you should check this page periodically as the terms may change from time to time. The most recent version of the notice will be reflected by the “last updated” date noted at the top of the page. In the event of a major change to this Privacy Notice, we will provide a conspicuous message either through the Service or via an email address associated with your account informing you of the change. Your affirmative consent or continued use of the Service will constitute your acknowledgment of the notice in its current version and your understanding of the terms of the notice.

4. Collection of Information

4.1 Information You Provide

The majority of this Service is offered without collecting any personally identifiable information from our visitors. However, when you create an account and become a registered user, you will need to provide us with certain personally identifiable information to complete the registration, including information that can be used to contact or identify you and payment or other billing information in some cases. We may collect, but are not limited to collecting, the following information:

- name
- e-mail address
- phone number
- username and password
- organization name

Your information is collected when you create an account on the Service, request information, provide information to us directly through email or telephone, or update your profile.

4.2 Information We Collect through Your Use of the Service

We collect information about you when you use our Service, including, but not limited to the following:

4.2.1 Device Information

We may automatically collect certain information about the computer or devices (including mobile devices) you use to access the Service. For example, we may collect and analyze information such as (a) IP addresses, geolocation information, unique device identifiers and other information about your mobile phone or other mobile device(s), browser types, browser language, operating system, the state or country from which you accessed the Service; and (b) information related to the ways in which you interact with the Service, such as: referring and exit pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Service, the frequency of your use of the Service, error logs, and other similar information. As described further below, we may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

4.2.2 Analytics

We may also collect general information resulting from your activity on the Service, including your preferences and other tendencies. This includes anonymous “traffic data” or tracking information provided by the website’s host or similar provider of such information (i.e., Google Analytics) that does not personally identify you but may be helpful for marketing purposes or for improving the services we offer. Analytics is the process of collecting, analyzing, and reporting aggregate data. This information may include which pages are visited, in what order the pages are visited, when a visitor or user accesses a page, how long they may stay on a particular page, and where they are located. It may also provide information about what browser, network, or device is used to visit our Service. To learn more about Google Analytics and how to opt out, please visit www.google.com/analytics/learn/privacy.html.

In addition, when you visit or use our Service, we may also log your anonymous IP addresses, a unique identifier for your computer or other access device. This helps us diagnose problems with our server, to administer our Service, or to display the content according to your preferences.

4.2.3 Cookies and Web Beacons

A cookie is a small string of information that the website you visit transfers to your computer for identification purposes. Cookies can be used to follow your activity on the Service, and that information helps websites to understand your preferences and improve and personalize your website experience. Cookies are also used for such activities as remembering your username and password. You can turn off all cookies in the event you prefer not to receive them. You can also have your computer warn you whenever cookies are being used. There are also software products available that can manage cookies for you. Please be aware, however, that when you choose to reject cookies, you may lose access to certain features of our Service.

Most cookies are “session cookies” which means that they are automatically deleted at the end of each session. Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie, giving you a chance to decide whether or not to accept it.

If you are interested in more information about interest-based advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the [Network Advertising Initiative’s Consumer Opt-Out link](#), the [Digital Advertising Alliance’s Consumer Opt-Out link](#) or [TRUSTe’s Advertising Choices Page](#) to opt-out of receiving tailored advertising from companies that participate in those programs

A web beacon is an invisible pixel-sized graphic image on a web page, web-based document or e-mail message. It helps us do things like view the URL of the page on which the beacon appears and the time the Service, document or email in question is viewed. They can be used to confirm the receipt of, and response to, our emails, including those that you forward to friends and family; and they help deliver a more personalized online experience.

4.3 A Note to Parents Regarding Children’s Information

ArenaNetwork is committed to protecting the on-line privacy of children. We do not knowingly collect personal information from children under 13 or allow them to create an account through the Service. We take children’s privacy seriously and encourage parents to play an active role in their children’s online experience at all times. If you have questions or concerns about the Internet and privacy for your child, we encourage you to check out <http://www.consumer.ftc.gov/articles/0031-protecting-your-childs-privacy-online>.

4.4 Aggregate or Deidentified Data

We may aggregate and/or de-identify information collected by the Services or via other means so that the information is not intended to identify you. Our use and disclosure of aggregated and/or de-identified information is not subject to any restrictions under this Online Privacy Policy, and we may disclose it to others without limitation for any purpose, in accordance with applicable laws and regulations.

5. How We Use Your Personal Information

We use the information we collect for the following purposes:

5.1 To Provide Our Service.

We use your information to provide you with the following services: (a) Outreach to agents, promoters, producers, and artist representatives; (b) identify business and booking opportunities; (c) provide industry

contacts and organizations with your information, including your venue availability calendar(s); (d) provide industry updates and developments; (e) schedule conference calls to discuss topical issues and new opportunities; (f) share venue information within the live events industry, in an effort to solicit business opportunities; (g) meet with at industry conferences and functions; (h) include venue on our website and trade publication advertising; (i) collect and distribute relevant industry information; (j) Talent Buying Services (if applicable).

We also use your information to provide customer service and support respond to your inquiries; process, store, and deliver communications; process your payments; and communicate with you.

5.2 Analytics.

To analyze visits to the website and learn about the interests of visitors in aggregate and also on a personal level to better understand your interests and needs, so we can improve its products and services and deliver the type of content, features and promotions that you are most interested in.

5.3 Internal Monitoring.

To detect, prevent and address technical issues and gather information so that we can improve our Service.

5.4 Security

To prevent, detect, and investigate security breaches, fraud, and other potentially illegal or prohibited activities; to enforce the legal terms that govern your use of the Service; and to protect our rights or property.

6. How We Share Your Personal Information

We use your personal information to provide the Service to you, complete transactions, deliver services discussed in Section 5.1 above, handle your customer service questions or issues, request feedback, and send communications to you about promotions, updates, or special offers from us that may be of interest to you. We may also use your depersonalized personal information to provide analyses of our users in the aggregate (including Analytical Data subject to the terms of this Privacy Policy) to prospective partners and other third parties.

You acknowledge that by entering data into the member portal, ArenaNetwork may share, disseminate, report, analyze, and distribute that data as needed, for any reason to the events industry. ArenaNetwork will make best efforts to use this for the purpose of soliciting new opportunities on behalf of venue, while facilitating the booking and confirmation of events in Venue.

We will also share the personal information we collect from you under the following circumstances, and you expressly authorize us to share your information as follows:

6.1 Service Providers.

We may share your personal information with service providers (including our affiliates that provide services on our behalf) that we engage for the purpose of processing information on our and your behalf. Additionally, we may partner with other companies to process, analyze, and/or store data, including, but not limited to, Analytical Data. While providing services for us, these companies may access your

personal information. To the extent applicable, we require these parties to comply with this Privacy Policy and appropriate confidentiality and security measures.

6.2 Protection of Rights.

We will share personal information if we have a good faith belief that: (i) access, use, preservation or disclosure of such information is reasonably necessary to satisfy any applicable law, regulation, legal process, such as a court order or subpoena, or a request by law enforcement or governmental authorities; (ii) such action is appropriate to enforce our Terms of Use for the Service, including any investigation of potential violations thereof; (iii) such action is necessary to detect, prevent, or otherwise address fraud, security or technical issues associated with the Service; or (iv) such action is appropriate to protect the rights, property or safety of us, our employees, users of the Service or others.

6.3 Asset Transfers.

If we become involved in a merger, acquisition or other transaction involving the sale of some or all of our assets, user information, including personal information collected from you through your use of the Service, could be included in the transferred assets. You expressly consent to such transfer. Should such an event occur, we will use reasonable means to notify you through email and/or a prominent notice on the Service.

7. Your Privacy Choices

If you would like to permanently delete your account or no longer wish to receive direct promotional communications, email us at support@venuecoalition.com. Please note, you may continue to receive transactional messages relating directly to your account.

8. How We Store and Safeguard Your Information

The personal information that you provide to us is stored on servers which, to our knowledge, are located in secured facilities with restricted access and are protected by protocols and procedures designed to ensure the security of such information. We restrict access to personal information to our employees, independent contractors and agents who need to know this information in order to develop, operate and maintain the Service. All of our personnel who have access to this information are trained in the maintenance and security of such information. Access to such personal information is minimized whenever possible. Logs are kept of access, which can be monitored for unauthorized activities. However, no server, computer or communications network or system, or data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect user information, we cannot ensure or warrant the security of any information you transmit to us or through the use of the Service and you acknowledge and agree that you provide such information and engage in such transmissions at your own risk. Once we receive a transmission from you, we will endeavor to maintain its security on our systems.

Whenever you give out personal information online there is a risk that third parties may intercept and use that information. While we strive to protect your personal information and privacy, we cannot guarantee the security of any information you disclose online. By using this Service, you expressly acknowledge and agree that we cannot guarantee the security of any data provided to or received by us and that any personal information, general information, or other data or information received from you through the site is provided at your own risk.

In the event that personal information you provide to us is compromised as a result of a breach of security, when appropriate we will take reasonable steps to investigate the situation, notify you and take the necessary steps to comply with any applicable laws and regulations.

9. California Do-Not-Track Disclosures

Without changing or revoking any of your privacy protections contained in this Privacy Notice, ArenaNetwork respects your privacy, but we do not alter the information we collect or change our services upon receiving “do-not-track” signals, as the term appears in Cal. Bus. & Prof. Code §§ 22575(b)(5). For more information about DNT signals, visit <http://allaboutdnt.com>.

10. For Our Canadian Customers

We retain Personal Information for as long as you have an account with us in order to meet our contractual obligations to you and for seven years after that and/or purchase of services to identify any issues and resolve any potential legal proceedings.

Please contact us at support@venuecoalition.com:

- If you wish to access, update, and/or correct inaccuracies in your Personal Information or change your consent preferences (note: we may need to collect additional Personal Information for the purposes of verifying your identity before responding to your request);
- For information about how our foreign-based service providers process your Personal Information; or
- If you have any questions or complaints about the manner in which we treat your Personal Information.

11. Links to Third Parties

The Service may contain hyperlinks to websites owned and operated by third parties. Where this is the case, we urge you to review the equivalent data protection, privacy and cookie policies available on such websites. We do not accept any responsibility or liability for the data protection or privacy practices of third parties in relation to such websites and your use of third-party websites is entirely at your own risk.

12. Contact Us

If you have any questions about this Privacy Policy, or any ArenaNetwork privacy practices, you please call us at (805) 494-0020 or send an email to support@venuecoalition.com.

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