

## EVENT TREE, INC. PRIVACY POLICY

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The Event Tree website (“**Website**”), related services and applications, owned and provided by Event Tree, Inc. (“**Event Tree**”, “**us**”, “**our**” or “**we**”), are designed to provide users a convenient method for discovering events near the user, finding venues hosting events, and buying admission tickets to events. Event Tree respects your privacy and is committed to protecting it through compliance with this Privacy Policy. Our Privacy Policy describes what personal data we collect and how we use, store and share that information. This Policy applies to information that we collect: on this Website; in email, text, and other electronic messages between you and this Website; and through mobile and desktop applications you access or download from application providers, such as Apple App Store, Android Apps, etc., that provide dedicated non-browser based interaction between you and this Website (collectively “**Services**”).

This Policy governs all persons (“**Users**” or “**you**”) who use the Services. Please read the entire Policy. Understand that the usage of the Services signifies acceptance of the Privacy Policy terms.

Please note that Event Tree may change the terms of its Privacy Policy at any time without prior notice to you, and your continued usage after any changes represents your agreement to the new privacy terms. If you have any questions about how we handle or store your information, please contact us through our Legal Team at [contact@eventtree.io](mailto:contact@eventtree.io).

**BY USING THESE SERVICES, YOU CONSENT TO THE COLLECTION, STORAGE, AND (AS APPLICABLE) DISCLOSURE OF YOUR USER DATA AS DESCRIBED IN THE PRIVACY POLICY.**

### **Persons Under the Age of 18**

Our Services are not intended for persons under 18 years of age. No one under age 18 may provide any personal information to or on the Website or Services. We do not knowingly collect personal information from persons under 18. If you are under 18, do not use or provide any information for the Services or on or through any of its features/registers, use any of the interactive or public comment features of the Services or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn that we have collected or received personal information from a person under 18, we will delete that information. If you believe that we may have any information from or about a person under 18, please contact us at [contact@eventtree.io](mailto:contact@eventtree.io).

### **Information You Provide to Us**

Event Tree collects information that has been voluntarily provided by Users through the

Services, such as when the User takes a tour of the Services, creates a User account, communicates with us, or otherwise. We collect the following data (collectively “User Data”) in order to enhance the Users’ Services experience:

- **Personal Data:** Users’ name, email address and password combination, telephone number, physical address, mobile phone number, and date of birth.
- **Interaction Data:** Users’ photographs, written descriptions of events, physical location, any reviews or comments made using the Services, all correspondence or communications with other users or with us conducted via the Services, and any other information a User chooses to provide. Interaction Data can also include data passively provided by the User, such as interest indicators, search terms utilized with the Services, location data, advertising engagement frequency, events saved, liked, or shared within the Website and/or App or otherwise, frequency of content distribution, and User ratings.
- **Communication Information:** Records and copies of your correspondence with us including email addresses (if the User contacts us), your responses to surveys we may ask you to complete for research purposes, your search queries, and other information you choose to directly provide to us.
- **Third Party Account Information:** (if the User provides Event Tree with account credentials that can be used to sign into a third-party site or service) the third party account information, username(s), public profile(s), email address(es), contact list(s), and related information. While providing of Third Party Account Information is not required to be provided, certain additional features of the Services may require this data to properly function.

Your User Contributions are posted on and transmitted at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Services with whom you may choose to share your User Contributions. In some cases, people you share and communicate with may download or re-share this content with others on and off the Services. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### **Information We Collect Through Automatic Data Collection Technologies**

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain non-personal information about your equipment, browsing actions, and patterns. The information we collect automatically is statistical data and may include personal information. This helps Event Tree improve our Services and deliver a better, more personalized service, including enabling us to: estimate audience size and usage patterns; store information about your preferences, allowing us to customize our Services according to your individual interests; speed up your searches; and recognize you when you return to the Website. The information we collect automatically includes:

- **Use Information:** Details of your use of the Services, including traffic data, access times, logs, pages viewed, and other communication data and resources that you access and use;
- **Device Information:** Information about your electronic device and internet connection, including your IP address, operating system, type of electronic device, unique device identifier, serial number, advertising identifier, device motion information, mobile network information and browser type;
- **Location Information:** If you have chosen to provide this information in the settings of your electronic device, we may collect location and GPS data when you use or access the Services or when you otherwise consent to the collection of this data. Event Tree encourages its Users to allow this access so that it may provide an optimal User experience.

In order to perform this automatic data collection, we use various technologies including cookies and web beacons. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. Pages of our Website and our email may also contain small electronic files known as web beacons (also known as clear gifs, pixel tags, and single-pixel gifs) that permit us to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We may also use these technologies to collect information about your online activities over time and across third-party websites or other online services, which is known as behavioral tracking. Your browser may offer you a “Do Not Track” option, which signals to operators of websites, web applications, and services that you do not want these operators to track your online activities over time and across different websites. Please be advised that the Services currently do not support Do Not Track requests, meaning that we will collect information about your online activity during your use of the Services and after you have exited the Services.

### **Third Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website or Services are served by third-parties, including but not limited to social media providers. These third parties may use tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

### **Third Party Websites**

This Privacy Policy applies only to the Services. To the extent that the Services make use of other applications or services, regardless of ownership by Event Tree, this Privacy Policy shall apply only to the Services. Further, the Services may frame or contain references or links to other websites not operated or controlled by us (the “Third Party Services”). The policies and procedures we described here do not apply to the Third-Party Services. The links from the Services do not imply our review or endorsement of the Third-Party Services. We suggest contacting those sites and any other utilized service or application directly for information on their privacy policies.

Event Tree does not process any payments and does not receive or retain payment information from users. All payments performed within or associated with the Services are done through Stripe or another third-party provider. More information about Stripe and how Stripe collects, uses, and processes your information can be found at [Stripe’s Website](#) and the [Stripe Privacy Policy](#).

### **Use of Aggregate User Data**

In an ongoing effort to better understand and serve Users, we may conduct research on our end user’s demographics, interests and behavior based on the data and other information provided to us. This research may be compiled and analyzed on an aggregate basis, and we may share this aggregated data with our affiliates, agents and business partners. This aggregate information does not identify you personally. We may also disclose aggregated user statistics in order to describe our services to current and prospective business partners, and to other third parties for other lawful purposes.

### **Our Use of Your Information and Data**

We use the information that we collect about you or that you provide to us, including any personal information:

- To present the Services and their contents to you;
- To enable you to personalize the Services and optimize the offers presented when using the Services;
- To provide you with notices about your account;
- To fulfill any other purpose for which you provide it;
- To facilitate transactions between users conducted through the Services;
- To conduct investigations regarding and respond to customer service and support concerns;
- To notify you about any changes to our Services or any products or services we offer or provide through it;
- To notify you regarding service, support, and administrative messages, notices, updates, security alerts, and other requested information;
- To allow you to participate in the interactive features of our Services;

- To communicate with you about products, services, offers, promotions, rewards, and events offered by Event Tree and others, and provide advertisements that match User profiles or interests, news, or information we think will be of interest to you;
- To resolve any disputes that may occur with any of our users;
- To comply with and enforce our agreements with third parties;
- To assist third-party payment processors with transaction processing, error, chargeback and disputed transaction resolution, and similar payment processing functions;
- In any other way we may describe when you provide the information; and
- For any other purpose with your consent.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

We may also use your information to send you promotional communications. You may opt out of receiving these communications from Event Tree by following the instructions in those emails, text messages, or other communications.

### **Disclosure of Your Information**

We may disclose aggregate information about our users and information that does not identify any individual without restriction.

We may disclose User Data that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business and carry out work on our behalf;
- Excluding non-public Personal Data, to third parties and/or partners who we contract with to provide that information for marketing or business relationship purposes;
- To a buyer or successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or sale or transfer of some or all of Event Tree, Inc.'s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Event Tree, Inc. about our Service users is among the assets transferred;
- To fulfill the purposes for which you provide it. For example, if you upload information to your public user profile or post tickets to be sold through the Services, then we will make that information publicly available through the Services as directed. In further example, if you choose to share items on Facebook, Instagram, or another social media service, we may provide your Event Tree login and other information to the third-party service to facilitate that sharing;
- To facilitate transactions between users. For example, if you make a purchase of a ticket for sale through the Services, your telephone number and email address will be shared with the

Organizer and the Organizers's telephone number and email address will be shared with you in order to ensure smooth transactions by the Organizer.

- To comply with any laws, court order, or other legal processes or government requests in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend our rights or property, (iii) act in urgent circumstances to protect the personal safety of users of the Services or the public, or (iv) protect against legal liability;
- To enforce or apply our [terms of use](#) and other agreements, including for third party billing and collection purposes;

If we in good faith believe that disclosure is necessary or appropriate to protect the rights, property, or safety of Event Tree, our Users, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction;

- For any other purpose disclosed to use when you provide the information; and
- With your consent.

### **Accessing and Correcting Your Information**

You may update or correct your information at any time by logging into your Event Tree account. To deactivate your user account, please contact Event Tree directly at [contact@eventtree.io](mailto:contact@eventtree.io). Please note that we may retain unrevised copies of this information in our records. Please also note that if you deactivate your account, your account will be made inactive permanently; however, your information will not be deleted.

You may also send us an email at [contact@eventtree.io](mailto:contact@eventtree.io) to request access to, correct, or delete any personal information provided to us. If you desire to delete your account and information, you will need to email us to request that deletion. We cannot delete your personal information except by also deleting your user account. We make best efforts to delete your information within twelve (12) months of your request that the information be deleted. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. Please note that we may also retain certain information as required by law or for legitimate business purposes.

You may remove your User Contributions from the Services at any time. If you delete your User Contributions from the Services, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided through the Services, including User Contributions, is governed by our [terms of use](#).

### **Exceptions**

This Privacy Policy shall not apply to any unsolicited information you provide to us. This includes, but is not limited to, information posted to any public areas of the Services, any ideas for new products or modifications to existing services, posts made on Event Tree's social media

accounts, and other unsolicited submissions (collectively, “Unsolicited Information”), that by its nature is accessible or intended to be accessible to other users of the Services.

All such Unsolicited Information shall be deemed to be non-confidential and we shall be free to reproduce, use, disclose, and distribute such Unsolicited Information to others without limitation or attribution. Please also note that any User Data or other information you provide to be displayed in your publicly available online profile will be displayed for others to see and thus will not be subject to the terms of this Privacy Policy. We cannot and will not be responsible for what third parties do with any User Data or other information that you choose to make publicly available. As such, we advise that you exercise great care in determining what information you choose to make publicly available through the Services.

### **Data Security**

We take reasonable steps to protect the data provided to us through the Services from loss, misuses, and unauthorized access, disclosure, alteration, or destruction, including through restriction of access to User Data to our employees, contractors, agents, and consultants who need to know that information in order to operate, develop, or improve the Services. These steps include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store User Data. These efforts, specifically, include but are not limited to implementation of firewalls and password authentication protocols and encryption. However, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from Event Tree may not be secure. Therefore, you should therefore take special care in deciding what information you send to us via e-mail. Please keep this in mind when disclosing any User Data to us via the Internet.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### **Data Integrity**

We process User Data only for the purposes for which it was collected and in accordance with this Policy or any applicable service-specific privacy notice. We review our data collection,

storage and processing practices to ensure that we only collect, store and process the User Data needed to provide or improve our Services. We take reasonable steps to ensure that the User Data we process is accurate, complete, and current, but we depend on our users to update or correct their User Data whenever necessary. Users accept full responsibility for ensuring their User Data is accurate and complete to the extent that the User chooses to provide information through the Services.

### **Your Choices**

We offer you choices regarding the collection, use, and sharing of your User Data and we will respect the choices you make. Please note that if you decide not to provide us with the User Data we request, we reserve the right to deny you access to some or all of the features of the Services.

### **Changes to this Policy**

The Services we offer may change from time to time. As a result, at times it may be necessary for us to make changes to this Privacy Policy. Accordingly, we reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. If any modifications substantially change your rights, we will provide notice to you of any changes. Please review this policy periodically, and especially before you provide any User Data. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

### **Contact Information**

Any questions or comments regarding this Privacy Policy and our privacy practices can be directed to our legal department at [contact@eventtree.io](mailto:contact@eventtree.io).