

PRIVACY POLICY

VERSION: [12 May, 2015]

THIS PRIVACY POLICY FORMS A PART OF YOUR LEGAL AGREEMENT BETWEEN YOU AND ID&T/SFX MYSTERYLAND LLC (“SITE OWNER”, “WE”, OR “US”). PLEASE READ THIS POLICY CAREFULLY, SINCE IT DESCRIBES THE TYPES OF INFORMATION SITE OWNER COLLECTS, HOW SITE OWNER COLLECTS AND USES INFORMATION, THE CIRCUMSTANCES IN WHICH SITE OWNER DISCLOSES OR SHARES INFORMATION AND HOW YOU CAN ACCESS, UPDATE OR DELETE CERTAIN INFORMATION SITE OWNER HAS COLLECTED ABOUT YOU.

Your privacy is important. Your use of this website (the “Site”) indicates acceptance of this Privacy Policy. Your use of the Site is governed by this Privacy Policy as provided on the Site. The Site Owner may, from time to time, change the terms that govern your use of the Site. If you disagree with the Privacy Policy, please do not use, or stop using, the Site.

Information Site Owner Collects. Site Owner collects information to provide optimum services to all Site visitors. We may collect information from you directly when you use our Site or the sites of our affiliates. In addition, we may collect information about you from our business partners, such as ticket buyers and sellers and event space providers. Site Owner uses the term “Personal Information” to refer to any information you provide in connection with your use of the Site by which you can be personally identified. Personal Information may include such things as your name, street address, telephone number, date of birth, e-mail address and any other information which might reasonably be used to identify you. If you provide or submit your Personal Information to Site Owner, Site Owner will always give you the right to review, update and/or delete your Personal Information, subject to Site Owner’s obligations to comply with legal, regulatory, internal audit and record-keeping requirements.

What Site Owner Learns from You. How you interact with the Site shows Site Owner what you care about and what might be of interest to you. When you access the Site, Site Owner may use technology that can recognize, collect and/or transmit information that is associated with you, but which does not personally identify you. Site Owner uses the term “cookie” to refer generically to any technology that can recognize, collect and/or transmit information about your visits to the Site. This type of information includes such data as your IP address, the Internet or web domain that referred you, the type of operating system and browser you are using, the date and time of your visit, data relating to activities on the Site and other technological attributes about your visit to the Site. This information may be used, without limitation, to analyze trends, administer the Site, track user movements on the Site for advertising or security purposes, and gather aggregate demographic information about visitors so Site Owner can continually improve the Site. Cookies can also track how you use the Site and your preferences for features and functions,

and cookies can store information such as your user name and password so that you don't have to re-enter them each time you return to visit. You can disable or turn the cookie feature off by changing the settings on your Internet browser and you can also change the settings to stop your browser from automatically accepting cookies. Although changing these settings may not affect your ability to browse, it may affect your ability to use certain features and functions of the Site and it may also require you to re-enter certain information each time you visit or attempt to use the Site. You should consult the operating instructions that apply to your browser to determine how to best configure your browser settings for your needs.

Advertising Cookies and Opt-Out Mechanism. We use third-parties to serve ads and collect information when you visit our website for targeted advertising. Some of these companies use cookies to track information about your visits to our website and other websites in order to provide advertisements about goods and services that may interest you. By visiting the website below, you may opt out of having your information used for targeted advertising without having to disable cookies. When you opt out, an opt out cookie will be stored in your web browser. If you block or delete the opt out cookie, we will not be able to see your choice. If you change computers or web browsers, or use multiple computers or web browsers, you will need to complete the opt out procedure for each computer and each web browser. Opting out of targeted advertising means our website will not track your web preferences and usage patterns and will not use interest prediction technology to deliver ads. Opting-out does not mean you will not see any advertising on our website. You may opt out of targeted advertising by visiting the following website: www.krux.com/krux_privacy/consumer_choice. We believe users should be informed about online advertising technologies and have the ability to choose whether they receive ads targeted to their interests. For more information about targeted advertising, please click the following link: www.youronlinechoices.com/uk.

How Does Site Owner Use Your Information? Any of the information the Site Owner collects from you may be used to:

- Personalize your experience (your information helps Site Owner to better respond to your individual needs, e.g., we may use your information to serve you more tailored and relevant ads based on your interests or usage of the Site);
- Improve the Site (Site Owner continually strives to improve the Site offerings based on the information Site Owner receive from you);
- Administer Site features or respond to your inquiries or requests;
- Send periodic communications. If at any time you would like to unsubscribe from receiving future email communications, Site Owner includes detailed unsubscribe instructions at the bottom of each email.

How Does Site Owner Share Your Information? The policy of the Site Owner is to not sell, rent, lease, provide or otherwise disclose your Personal Information to unaffiliated entities. Site Owner will always let you know if Site Owner intends to provide any of your Personal Information to an unaffiliated third party and Site Owner will ask you to consent (“opt-in”) whenever Site Owner intends to do so. Site Owner has the right to disclose your Personal Information to Site Owner’s operational service providers. Operational service providers may include, but are not limited to, personnel that the Owner may call upon to design websites, databases, server infrastructure, promotions, or customer loyalty programs. Site Owner’s policy is to request that Site Owner’s operational service providers protect your privacy and not disclose your Personal Information to third-party marketers that are not associated with the Site, nor are they permitted to use your Personal Information for their own marketing or promotional purposes. Site Owner will also share information you give Site Owner with third parties if Site Owner believes doing so is necessary to comply with the law; you are, have or may violate any law, regulation, the terms and conditions; you are or may be a threat to safety, property, interests or rights of Site Owner or others; and/or doing so is necessary to investigate, respond to or resolve problems or inquiries or defend Site Owner’s interests. Site Owner reserve the right to disclose your non-personally identifiable visitor information to third parties for marketing, advertising, or other uses.

Changing Your Personal Information. Site Owner aims to keep Site Owner’s information about you as accurate as possible. If you would like to (i) review or change the information you have supplied Site Owner with or (ii) would like to be removed from Site Owner’s databases or (iii) would like Site Owner to stop using your personal information, please contact Site Owner as set out below. You can always change your personal information, but that doesn’t change what Site Owner has done with the older information. Changes to this Policy. Keep in mind that Site Owner can change this Privacy Policy at any time. If we make material changes to our Privacy Policy, we will notify you of those changes by either contacting you via the email address that you have submitted to us, by posting a prominent notice on the Site, or by any other legally permissible manner. So it’s best to periodically check this page.

Worldwide Transfer of Data. The dynamics of the Internet may mean that your personal information is sent electronically outside of the country where you originally entered the information. In addition, that information may be used, stored and processed outside the country where you entered that information. Remember that there is always a risk that countries to which information is transferred will not be subject to an information protection regime. So only share what you’re comfortable sharing with others.

How Does Site Owner Protect Your Information? Site Owner maintains commercially reasonable standards of security and confidentiality. Site Owner also tries to limit information access to individuals who need to have such access to perform their responsibilities associated with the Site and the Content on the Site.

However, the Internet and communications cannot be guaranteed to be secure and it is possible that others may unlawfully intercept or access information, transmissions or communications to, from or within the Site.

California Privacy Rights. If you are a resident of the State of California, under the California Civil Code, you have the right to request and obtain from us once a year, free of charge, information about the personally identifiable information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year Owner. To request such information, send a letter to the below referenced address. In addition, under California law, website operators are required to disclose how they respond to web browser “do not track” signals or other similar mechanisms that provide consumers the ability to exercise choice regarding the collection of personal information of a consumer over time and across third party websites. To the extent this requirement applies to us, our practice is to continue to track users after a consumer has enabled a “do not track” signal in his or her browser. This law also requires website operators to disclose whether third parties may collect personally identifiable information about their users’ online activities over time and across different Sites when the users use the operator’s website. We do not knowingly permit third parties to collect personally identifiable information about an individual consumer’s online activities over time and across different web sites when a consumer uses our Services.

DISCLAIMER OF LIABILITY. THERE ARE THIRD-PARTY LINKS ON OUR SITE THAT WILL SEND YOU TO WEBSITES THAT WE HAVE NO CONTROL OVER. CLICKING ON A THIRD-PARTY LINK IS DONE AT YOUR OWN DISCRETION AND RISK, AND BY DOING SO, YOU UNDERSTAND THAT YOU WILL BE SOLELY RESPONSIBLE FOR ANY LOSS OR DAMAGE THAT MAY RESULT FROM SUCH ACTIVITIES.

Contact Site Owner. Questions regarding this policy should be directed to: ID&T/SFX Mysteryland LLC c/o SFX Entertainment, Inc., ATTENTION: GENERAL COUNSEL, 902 Broadway, 15th Floor, New York, New York 10010.

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