

Last updated: **17th January 2021**

Data, Privacy and Cookies Policy

Here at *ticketbuddy* we take your data seriously. This policy explains how we aim to be 100% transparent with regards to the information we collect and how we store, safeguard and use it.

For the purposes of the UK Data Protection Act and GDPR, the data controller is TICKETBUDDY LIMITED registered in England and Wales, company number 09694227.

Please see our **Terms and Conditions** for a list of definitions of terms used in this document.

1) Data Controller

1.1 TICKETBUDDY LIMITED (09694227) is registered as a data controller with the ICO in compliance with the UK Data Protection Act and GDPR.

2) Your data

2.1 When a new User registers with *ticketbuddy* we need to know your email address. This allows us to process your registration, and enables us to deliver your tickets to you once you have purchased them.

2.2 You may update your email address at any time. Just log into your account and navigate to your 'Settings to update and edit your information.

2.3 Your email address may also be uploaded independently to the *ticketbuddy* platform by an event promoter via our CSV upload tool. They might do this when migrating from a previous ticketing platform. In this case, you must have already given consent for your data to be used by that event organiser- most likely you have bought tickets from them before, attended one of their events or signed up to their mailing list. *ticketbuddy* accepts in good faith that the event organiser obtained your data legally and in compliance with GDPR regulations. *ticketbuddy* cannot be held responsible for how the promoter obtained your data and is in no way liable for promoters adding data to our platform illegally or without permission.

2.4 We may also collect non-personal information relating to the nature of your visit to the Website. This information may include IP address information, traffic data, location data, information about your browser type and other communication data. We may aggregate such information for the purposes of website monitoring and in order to help us develop and improve our services. This information is anonymous and cannot be used to identify a single individual.

2.5 Each User utilises a unique email address in order to access their account. The User is responsible for keeping access to their email address confidential. *ticketbuddy* cannot be held liable for unauthorised disclosure of your data if you share your email address password to unauthorised person(s).

2.6 Please note *ticketbuddy* cannot be held liable for loss of, or unauthorised disclosure of, a User's data as far as practically possible within its obligations under UK and European Data Law (GDPR).

3) How your data is used

3.1 We shall use your data in order to;

3.1.1 Provide the Service to you, including the purchasing and selling of tickets and processing of payment,

3.1.2 Contact you from time to time with information or marketing offers via email with regards to upcoming events, products, services or surveys that are relevant to you,

3.1.3 Contact you where necessary to discuss your account details, transactions and/or use of the platform,

3.1.4 Notify you of any changes to our Terms and Conditions and/or Privacy Policy.

3.2 Please note, as part of using the Service you accept that you may be sent marketing emails from time to time that are relevant to you.

3.3 Users may also choose to 'Follow' a Brand (positive 'opt in'). This signs you up to receiving marketing emails from the Promoter of that Brand, for example announcing the launch of an event. Currently companies are unable to send marketing emails at present as this feature is not fully implemented yet but is in development.

3.4 We will always give you the option to opt out of receiving further emails by clicking the unsubscribe link in the bottom of each email. If you have any questions or are unsure how to unsubscribe, please contact us.

4) Financial Data

4.1 *ticketbuddy* stores no credit or debit card information. All financial information and data handling is the responsibility of our payment provider, Stripe (www.stripe.com/gb). Stripe is certified as a PCI Service Provider Level 1- the most stringent within the payments industry. All financial data information and handling is encrypted using SSL technology.

4.2 *ticketbuddy* cannot be held liable for loss of, or unauthorised disclosure of, a User's financial data as far as practically possible within its obligations under UK and European Data Law (GDPR).

5) Disclosure of your information

5.1 *ticketbuddy* may only disclose your information to third parties:

5.1.1 In the event that we sell or buy any businesses or assets, and so we may disclose your data to prospective buyers or sellers;

5.1.2 If *ticketbuddy* is acquired by or sold to a third party, as such personal data may constitute one of our assets to be transferred;

5.1.3 If *ticketbuddy* is under a regulatory duty or legal obligation to disclose your data to government agencies or local authorities in accordance with UK or International law.

6) Cookies

6.1 Cookies are encoded text files that help your browser navigate through websites and store information about your use of a website. We use certain 'essential' cookies to improve your experience of the website and to improve the service we offer. For more information about cookies, a good website is: <http://www.allaboutcookies.org/>

6.2 You can choose to disable cookies through your browser settings, but please note this may affect your ability to use the Website. To block cookies ('Do Not Track') in Chrome, head to Settings, scroll down to Advanced Settings, and tick the appropriate box under Privacy. In Safari on Macs or iOS devices, go to Preferences, and then Privacy. Do Not Track is on by default in Mozilla's Firefox, but you can check by going to Tools, Options and then Privacy. Internet Explorer has an extra step: go to Settings and Privacy, then click Tracking Protection and click to Add Tracking Protection Lists – you'll have to choose which one you want to install. Lastly, you can also register with the Internet Advertising Bureau (UK) to ask behavioural advertisers not to track you – sort of like a 'do-not-call' list for the internet.

6.3 Please note that when you register as a User of *ticketbuddy*, you accept our use of cookies for advertising on social media platforms. Most notably, this may take the form of retargeting advertisements via use of the Facebook pixel.

7) Security, Data Loss and Liability

7.1 While every reasonable effort is made to secure your data, *ticketbuddy* cannot be held liable for loss of, or unauthorised disclosure of, a User's data as far as practically possible within its obligations under UK and European Data Law.

7.2 Please do not disclose your account details to unauthorised person(s) for any reason. *ticketbuddy* cannot be held liable for unauthorised disclosure of your data if you share your login credentials to unauthorised person(s).

7.3 The User accepts that any data transmitted online to or from the Website and/or Server is at risk of interception by unauthorised third parties and may be unlawfully exploited. The User therefore accepts that *ticketbuddy* holds no responsibility in respect of hacking or unauthorised access by third parties.

7.4 *ticketbuddy* holds no liability for unauthorised access to, disclosure of, or for the destruction, theft or alteration of data, emails, files or information of the User by any person, whether through accident or by fraudulent means, even if such action resulted from *ticketbuddy's* own negligence.

7.5 Neither *ticketbuddy*, its employees, directors or representatives can be held liable for any loss or damage arising from use of the Website. This is a comprehensive limitation of liability

that applies to damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties, and whether arising from negligence, breach of contract, statutory duty or otherwise.

7.6 None of the limitations of liability within this document are intended to limit the consumer rights of the User, whether found under local law or in statutory rights.

8) GDPR (General Data Protection Regulation)

8.1 GDPR regulation came into force on 25th May 2018. The GDPR is Europe's new framework for data protection law and replaces the 1995 Data Protection Directive. Combined with the UK Data Protection Bill, it effectively replaces the Data Protection Act (1998) in the UK.

8.2 In compliance with GDPR, *ticketbuddy* has decided the most appropriate lawful basis for data processing is 'consent'. Users give consent for use of their data as outlined in this document via a positive 'opt in' when they create an account with *ticketbuddy*.

9) Data Breach Policy

9.1 Your data is held in the UK. This means the data we collect will never be transferred and stored outside the European Economic Area (EEA).

9.2 In the unlikely event of a data breach, *ticketbuddy* will be 100% transparent with regards to the nature and scope of the breach. *ticketbuddy* undertakes to inform affected Users within 72 hours of first becoming aware of the breach and without undue delay (GDPR compliant).

10) Account closure ('Right to be forgotten')

10.1 You have the right to delete your account at any time and erase all your data from our systems. Please contact us in order to do this.

11) Request your information ('Right to access')

11.1 In compliance with the UK Data Protection Act and GDPR, you have a legal right to request a copy of the information we hold about you. There is no cost associated with this request. Please contact us if you would like to request this.