

UNIVERSITYTICKETS PRIVACY POLICY

Effective April 1, 2020

By using UniversityTickets.com, you agree to accept the terms and conditions of this Privacy Policy.

Introduction

UniversityTickets.com, Inc. ("UniversityTickets" or "We") develops and licenses its ticketing system platform for use by event operators to issue tickets for their events. All tickets offered for purchase or otherwise ordered through UniversityTickets are the property of those licensed event operators. All transactions are conducted between you (the ticket purchaser) and the licensed event operator. UniversityTickets only facilitates the issuance of a ticket between the event operator and you through our ticketing system platform.

This Privacy Policy describes how we collect, use, process and disclose your information, including personally identifiable information, when you access and use our ticketing service for ordering tickets from the event operators. This Privacy Policy does not apply to the data collection practices of the event operators and you should review the privacy policies of these organizations to understand their data collection practices.

Information We Collection from You

1. Account Information

When you register for a UniversityTickets account, we collect and store data from you, including personally identifiable information, only to process your purchase or ordering a ticket from the event operator.

2. Payment Transaction Information.

We collect some or all the following personal information from you in order to process your ticket order. (1) name; (2) email address; (3) mailing address or billing postal code; (4) telephone number; (5) payment card type; (6) bank account information (IBAN number) if payment is made by Automatic Clearing House (ACH) payment; (7) amount of the transaction; (8) the event; and (9) information required by the payment card processors to authorize your cardholder payment.

UniversityTickets will not market, sell or otherwise make use of your personal data except to fulfill the ticketing services used by our licensed event operators.

Other than as set out in this Privacy Policy, we do not share your personal data with third parties other than the event operator. Certain information (such as your full payment card and banking information) is not shared with the event operator (but only with payment card processing companies used by UniversityTickets or processing companies used by the event operator for purchase of your ticket).

UniversityTickets will protect the personal data (including credit/debit card or banking information) you provide to us while such data remains in our custody. We will maintain your data in a secure manner. All communications between us and the licensed event operator about you are encrypted using Transport Layer Security (TLS) protocol, version 1.2. Your payment card data is transferred over SSL to a payment gateway/merchant processor for authentication. UniversityTickets stores partial payment card data for reference purposes but will not house customers' complete payment card or banking information on its servers. UniversityTickets does not support storage of cardholder information sufficient to permit future unauthorized or recurring charges to your account. For each charge, you will be requested to re-enter current cardholder or bank authorization information.

Information Others May Collect About You

Through use of UniversityTickets' ticketing system platform event operators that license our platform may collect non-personal and personally identifiable information about visitors and ticket purchasers. Personally identifiable information may include email addresses, as well as names, mailing addresses, payment card type, amount of purchase, and other information required by the payment card industry to authorize cardholder payments. Once you register a user account to purchase a ticket, your user ID is stored by us but is not made available to the event operator or other third parties. Each transaction you make is referenced by a separate authorization ID number for ticket issuance, refund, and cardholder/merchant statement purposes.

Event operators who use the UniversityTickets ticketing platform receive and retain certain purchaser information. In addition, the event operator may automatically collect information, including personal information, about the services you use and how you use them such as geo-location information, usage information, cookies, and similar tracking technologies. UniversityTickets does not collect this type of information about you or store it.

For more information about the information sharing practices and privacy policies of specific event operators, please visit that organization's website.

How Collected Information Is Used by UniversityTickets

The information that we request and collect from you may be used by us for the following purposes: (a) to fulfill purchaser requests for tickets; (b) to manage purchaser preferences; (c) to analyze use of and improve event operator ticketing services; and (d) to identify and protect against fraudulent transactions and other misuses.

With Whom the Collected Information May Be Shared

UniversityTickets does not share collected information with any third parties other than the event operator(s) from whom you are purchasing a ticket. Event operators that license our ticketing system platform may elect, or not elect, to share this collected information with others but we have no control over that information sharing process. For more information about the information sharing practices and privacy policies of an event operator from whom you are ordering a ticket, please contact the issuing event operator's box office or visit the event operator's website.

UniversityTickets shares your payment card information with the payment card providers to verify and approve cardholder transactions. These payment card providers have limited access to your information to perform the authorized tasks on our behalf and are bound by contract with us to protect the security of your information and to use it only for the payment processing purposes for which it is disclosed.

Your collected information may be subject to disclosure to comply with applicable laws. We may disclose your information, including personal information, to courts, law enforcement or governmental authorities, or authorized third parties, if and to the extent we are required or permitted to do so by law, or if such disclosure is reasonably necessary: (i) to comply with our legal obligations, (ii) to comply with legal process and to respond to claims asserted against UniversityTickets (iii) to respond to verified requests relating to a criminal investigation or alleged or suspected illegal activity or any other activity that may expose us, you, or any others to danger or legal liability, (iv) to enforce and administer our Terms of Service, or (v) to protect the rights, property or personal safety of UniversityTickets, its employees, its event operators or ticket buyers, or the general public.

If UniversityTickets is involved in any merger, acquisition, reorganization, sale of assets, bankruptcy, or insolvency event, then we may sell, transfer or share some or all of our information (including your

personal information) in connection with such transaction. In such event, we will notify you before your personal information is transferred and becomes subject to a different privacy policy.

Your Choices to Not Provide Personal Data

If you do not want to supply us with any personally identifiable information, you have the following options:

In many cases tickets may be purchased in person at the event operator's box office without disclosure of your personal identifiable information.

It is not necessary to establish an account with UniversityTickets or provide personal information if you are just browsing ticket availability online. At time of purchase, personally identifiable information is requested by us to authorize payment card transactions. If you do not want to provide payment card authorization information, you may choose not to do so. However, this will result in a failure to obtain ticketing services.

You also can delete or decline cookies by changing your browser settings, although this may result in your inability to obtain some services.

Data Security

UniversityTickets has implemented all requirements for compliance with Payment Card Industry (PCI) Data Security Standards for www.universitytickets.com. Licensed event operators also may be responsible for certain PCI and merchant compliance security standards.

Your Rights

You may exercise any of the rights described in this section through the self-service interface in the ticketing portal through which you purchased tickets.

Managing Your Information

You may access and update some of your information through your UniversityTickets account settings. You are responsible for keeping your personal information up to date on your UniversityTickets account.

Correction of Inaccurate or Incomplete Information

You have the right to ask us to correct inaccurate or incomplete personal information by logging into your UniversityTickets account through the ticketing portal through which you purchased tickets.

Access to Your Data

In some jurisdictions such as California, applicable law may entitle you to request copies of your personal information held by us to know what personal information we have collected about you and whether we sell or share such information, and if so, to whom. In order to complete such a request, e-mail support@universitytickets.com. We may ask you to verify your identity before taking further action on your request, and we will need to keep a record of your request for compliance purposes.

Data Retention and Deletion

We generally retain your personal information for as long as is necessary to provide ticketing and registration services for you and to comply with our legal obligations. You have the right to request deletion of your information. Please note that if you request the erasure and deletion of your personal information:

- If you have purchased a ticket or registered for an event, we cannot remove your information before the completion of the event for business and fraud prevention purposes.
- We may retain some of your personal information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety. For example, if we suspend an account for fraud or safety reasons, we may retain certain information from that account to prevent the opening of a new account in the future.
- We may retain and use your personal information to the extent necessary to comply with our legal obligations. For example, we may keep some of your information for tax, legal reporting, and auditing obligations.
- Some copies of your information (e.g., log records) may remain in our database, but are disassociated from personal identifiers.
- Because we maintain the UniversityTickets platform used by licensed event operators to protect from accidental or malicious loss and destruction, residual copies of your personal information may not be removed from our backup data systems for a limited period.

To make a deletion request, e-mail support@universitytickets.com. We may ask you to verify your identity before taking further action on your request, and we will need to keep a record of your request for compliance purposes.

Withdrawing Consent

Where you have provided your consent to the processing of your personal information by UniversityTickets, you may withdraw your consent at any time by changing the information on your account, adjusting your account settings, or by sending a communication to UniversityTickets (support@universitytickets.com) identifying which consent you are withdrawing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal.

Operations Outside the United States

UniversityTickets' ticketing system platform is licensed to event operators located in the United States and Canada. We only store information, including your personal information, on servers located in the United States. Laws and regulations vary from country to country and may differ from the laws applicable to your country of residence.

Changes to the UniversityTickets Privacy Policy

UniversityTickets reserves the right to change this Privacy Policy from time to time to meet evolving industry security or legal standards by posting the revised Privacy Policy on our website. The Privacy Policy will state the "Effective Date." For your protection, please review our Privacy Policy prior to placing an order for any tickets.

Contacting UniversityTickets

If you have any questions or comments about this Privacy Policy or our information handling practices, you may contact us at:

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