

SEATERS PRIVACY POLICY

1 Who is Seaters

This website, web application and mobile application (collectively the “**Services**”) is the property of SmartSeats IP BVBA / SPRL, a Belgian private limited liability company with registered office in 1831 Diegem, Jan Emiel Mommaertslaan 16B, and registered under Belgian company number 0546.636.966. SmartSeats IP BVBA / SPRL (hereinafter “**Seaters**”) is – in accordance with the applicable privacy legislation – the entity responsible for the processing of your personal data in the frame of the Services.

The Services are operated and commercialized by several affiliates of Seaters: Seaters Belgium BVBA / SPRL, Seaters Inc. (US) and SmartSeats Europe LTD (UK) (hereinafter the “**Seaters Group**”).

Any reference in this Privacy Policy “we”, “us” or “our” will be meant to designate Seaters and, where appropriate, the Seaters Group.

2 Importance of this Privacy Policy

The protection of personal data and compliance with the applicable legislation are very important to us. By means of this Privacy Policy, we therefore wish to explain to you how exactly we collect and process your personal data.

By using the Services and sharing your personal data with us, you expressly agree to the terms of this Privacy Policy and to the way in which we collect and process your personal data. In any case, nothing in this Privacy Policy will affect your legal rights pursuant to the applicable legislation relating to the protection of personal data.

Please note that, if you do not agree to the terms of this Privacy Policy, you will not be able to use the Services. We therefore strongly recommend reading this Privacy Policy carefully before you decide to use our services.

3 Which types of personal data does Seaters collect?

We collect and store your personal data when you create a Seaters user account, whenever you subscribe to a waiting list, when you buy or acquire tickets for an event, when you complete or update your profile information, when you answer questions or surveys, and in general whenever you use the Services.

We collect the following information relating to our users:

- Identification information and contact details (your name, address, password, e-mail address, date of birth, passport number, etc.),

- Personal characteristics (age, sex, etc.),
- Billing information,
- Any photos or video's you might upload,
- Information you post (e.g. we collect information you post in a public space, on our website or on a third-party social media site),
- The history of the events for which you have subscribed to a waiting list and/or for which you have bought or acquired tickets or other products through our application (data concerning consumption habits, way of life, leisure activities and interests).
- Other information: when you use the Services, our servers automatically record certain log file information. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Services, domain names, landing pages, pages viewed, and other such information. If you use our website, we might look at what site you came from, or what site you visit when you leave us. If you use our mobile app, we may collect your GPS location or your device's unique identifier. We might also collect the type of mobile device you are using, or the version of the operating system your computer or device is running. We might look at how often you use the app and where you downloaded it.
- We also use cookies and comparable technologies (local storage) to provide you a better, faster and more secure online experience. Local storage is a commonly used technology to allow websites and applications to store certain information locally on a computer or mobile device. We use this technique to guarantee the proper functioning and functionality of the Services and to gather information concerning your use of the Services. You can always turn off these cookies / this local storage by adapting your mobile or browser settings. However, when you do this, it is possible that certain parts of the Services no longer function properly and that you will no longer be able to enjoy an ideal user experience.
- Google Analytics is an external service used by. By using cookies, Google Analytics collects and stores data such as time of visit, pages visited, time spent on each page of Seaters, the Internet Protocol address, and the type of operating system used in the devices used to access the Website (for further information see www.google.com/policies/privacy/partners/). By using a browser plugin <http://www.google.com/ads/preferences/plugin/> provided by Google, you can opt out of Google Analytics.

4 For which purposes are these personal data being used?

When you accept our Privacy Policy, you give us express permission to use your personal data for the following purposes:

- *Account management ('user management')*

First of all, we use your personal data to be able to register you as a user and to allow you to login on our application. We also use your personal data for the management and follow-

up of your account, your registrations to Fan Pages or waiting lists, ticket reservations, and the follow-up of processed payments and outstanding amounts.

By using these data, we are also able to provide you adequate (technical) support and our customer service is able to contact you. On the basis of the data collected by us, we may in particular verify compliance by Seaters users with our General Terms and Conditions and with (payment) agreements concluded with other users (such as owners of Fan Pages or ticket providers).

– *Management of agreements with service providers and contract partners*

– *Market research / profiling*

Your personal data may also be used, both by us and by third parties, for the purpose of carrying out market research and behavioral analysis ('profiling'), as well as for development of user patterns and statistics. Your personal data and/or personal profiles may in this context be rented and/or sold to third parties.

– *Own direct marketing*

Provided that you have given your express consent hereto via the designated 'checkbox', we also use your contact details to send you newsletters ('in-app', via e-mail or via SMS) and to inform you of promotions, special actions or events that might interest you.

– *Direct marketing by our contractual partners*

If you have agreed hereto, also our contractual partners may use your personal data to send you messages ('in-app', via e-mail or via SMS) with e.g. announcements of certain events or information on the creation of new waiting lists. Your personal data and/or personal profile may be rented or sold to third parties in view of the use hereof for such direct marketing purposes.

– *Social Media*

We use social media to promote, improve and facilitate our services. For example, we have integrated social media plugins into the Services. When you click on one of the buttons and register with your social media account, information is shared with your social media provider, and possibly presented on your social media profile to be shared with others in your network. In addition to implementing these buttons, Seaters uses social media by maintaining accounts on several social media sites. These social media services may allow you to share information with Seaters. When you register with a social media app, you will be told which information will be shared with Seaters. The information you choose to share

with Seaters may include the basic information that's available in your social media profile, email address, status updates and your list of friends. This information is necessary to create a unique user experience on the Services. It facilitates such things as personalising our website to suit your needs, connecting you with your friends on events analysing and enhancing our event-related services. We may also enable you to sign in to the Services with your social media accounts. Your social media provider will be able to tell you more about how they use and process your data in such cases.

In addition, your personal identification data will also be used by the organizer of the events for which you have subscribed to a waiting list, and/or by the owner of the event venue, for the purpose of facilitating ticketing and access control at the venue of the event.

5 Who has access to my personal data?

Your personal will be accessible to Seaters and to all entities of the Seaters Group.

In addition, also the service providers to whom we appeal in the frame of the exploitation of the Services (payment service providers, e-mail and SMS providers, customer service providers and other software service providers) will – in the frame of the services they are required to deliver – obtain access to certain personal data.

We will share any of your information with our Fan Group owners so that they can run the event for which tickets have been purchased, analyse customer behaviour, provide a better service and support to customers, and for any other purpose described in our Fan Group Owners' privacy policies (including marketing). You should read those policies to learn how they treat your information.

Your personal data may also be transferred to our other contractual partners (as far as this would be necessary as the result of your use of the Services, e.g. transfers of data to event organizers, parties offering waiting lists or tickets, and owners of Fan pages), or in the frame of the hereinabove described purposes of market research / profiling and direct marketing.

Finally, our business is constantly changing. In the event Seaters goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personal data will likely be among the assets transferred.

6 Contact

If you have any questions, comments or complaints about our Privacy Policy or the processing of personal data by Seaters or the Seaters Group, you can always contact us by writing to the hereinabove mentioned address or by sending an e-mail to helpdesk@seaters.com. In any case, we reserve the right to investigate any remarks or complaints and, if necessary, to take all steps we deem necessary.

You may at any time request access to your personal data record and request the rectification hereof. You may also, at any time, object to the use of your personal data for direct marketing purposes by us or our contractual partners, by sending an e-mail to helpdesk@seaters.com or by writing to the hereinabove mentioned address.

Every time you receive an e-mail from us, you will be offered the possibility to unsubscribe from our direct marketing mailing list. If you choose to unsubscribe, we will process your request as soon as possible and no longer send you any promotional messages ('in-app', via e-mail or via SMS). You will of course understand that it can take some time before we are able to process your request.

6 Privacy Policy subject to amendments

We may amend this Privacy Policy from time to time. Any changes will enter into effect as from the moment of their publication and your subsequent knowledge and approval hereof by further use of the Services.