

## Live Nation Entertainment Visitor's Privacy Notice

*This Notice is to be used when collecting personal information about visitors to our venues and sites. This could be artist, entourage, press, workers with whom LNE does not have an employment contract (e.g., agency workers), employees of sponsors or partners. **This notice does not apply to fans, or anyone employed by Live Nation Entertainment.** For any questions, please contact [privacy@livenation.com](mailto:privacy@livenation.com)*

## VISITOR PRIVACY NOTICE

When you visit our events or sites may need to collect some personal information about yourself. Read more about what we collect about you and your choices and rights.

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### INTRODUCTION

Cream Global Ltd ("**we**", "**us**" or "**our**") has published this Visitor Privacy Notice ("**Notice**") to describe how we handle personal information that we process about Visitors to our events and/or venues (collectively referred to as "**you**"). This Notice does not apply to fans who attend our events or staff members who are directly employed by us.

The term "**Visitors**" includes, but is not limited to, press & media, artists & their entourage, working personnel not directly employed by us (such as agency workers or staff of our onsite sponsors and partners), emergency services staff, and other individuals that may need to be onsite.

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### CATEGORIES OF PERSONAL INFORMATION WE COLLECT

During your attendance onsite, we may collect and use personal information about you and other individuals whose personal information has been provided to us.

The categories of personal information we may collect from either you or your employer include, but are not limited to:

1. **Contact details.** To know who is onsite at our events and as part of general entry & access management, we may ask for your contact details (such as name, email address, phone number, and emergency contact details).
2. **Identification data.** Such as your photograph, date of birth, staff ID card or national ID such as passport, driving license, and immigration/visa status.
3. **CCTV footage.** When you enter our events and venues, video footage of you will be captured by our CCTV in the same manner as our fans and our staff.
4. **Entry & access logs.** Where we require you to sign in or otherwise track onsite attendance, we will keep a record of times of entry and exit.
5. **Financial information.** Such as banking details and tax information.
6. **IT information.** Information required to provide access to our company IT systems and networks such as IP addresses, log files and login information.
7. **Background information.** We may need to verify the extent to which you are permitted to be onsite, such as criminal records check, any accreditations or participation in industry memberships.
8. **Incidents, complaints & grievances.** If an incident occurs or we need to investigate complaints or grievances, we will need to process details of individuals involved to manage or investigate the matter.

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9. **Sensitive personal information.** In limited circumstances, we may need to process your sensitive personal information. For example:
- As part of our safeguarding initiatives, we may need to process some sensitive personal information (for example, if we need to record injuries onsite, provide assistance and cooperate with emergency services); or
  - As part of preventing the spread of infectious disease that may pose a risk to you or other attendees, we may require that you take a test and provide proof of a negative test result, or alternatively proof of vaccination. This information will only be collected and stored for purposes of access management and deleted once the event has ended.
10. **Other personal information you may provide us.** While we have tried to be as comprehensive as possible with this list, if we need to process other personal information not covered in this Notice, we'll let you know why we're asking for it and how it will be used.
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#### **HOW WE USE YOUR INFORMATION & WHY**

**Event & access management and physical security.** To be able to provide a safe and secure site for you, our fans, and our staff, we will process personal information about visitors to be able to enforce appropriate access management, their purposes for being onsite, and any experiences or issues that may arise.

- As part of our safeguarding policies and procedures, we process personal information about incidents and visitor wellbeing.
- In the case of infectious disease prevention measures, any information collected by us or our third-party partners for purposes of test and trace or access management will only be used to contact you and allow entry to the event.

**To perform our contractual relationship with you and/or your employer.** For example, we may need to process passport and visa details as part of assisting with travel arrangements, or process information about how services and partnerships are being performed.

**Managing our relationship with you.** We may use your personal information to correspond with you. Examples include:

- Working with you as part of event organization or management.
- Informing you of event-specific requirements, changes to our events, or our company policies with which you need to comply (such as our health and safety procedures).
- Managing and investigating any complaints or grievances that may arise during the course of our relationship with you; or
- Contacting you for reasons such as obtaining opinions and feedback on our events, discussing future opportunities or other voluntary communications.

**Compliance with our legal obligations.** We may collect and use your personal information where we consider it necessary for complying with laws and regulations, including collecting and disclosing personal information as required by law (e.g., for tax, health and safety, anti-discrimination laws), under judicial authorisation, or to exercise or defend the legal rights of our companies. We may use your personal information to monitor compliance with these laws and regulations, as well as any company policies that have been communicated to you.

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**Cooperation with local authorities.** Where we need to cooperate with local authorities, for example discussing event management or supporting emergency services, we may need to share some personal information to achieve their objectives.

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## **WHO WE SHARE YOUR PERSONAL INFORMATION WITH**

### **Transfers to other group companies**

As we are a global group of companies, we may need to share personal information other members of our group of companies, some of whom provide shared services for our companies. Examples of these services include IT services/security, tax and accounting, and general business management.

### **Transfers to third party service providers**

In addition, we may make your personal information available for business purposes to third parties who provide services to us. We do so on a "need to know basis" and in accordance with applicable data privacy law.

For example, we share some personal information with our third-party service providers who provide us with travel management services, event administration or services that assist us with providing physical security.

### **Transfers to other third parties**

We may also disclose personal information to third parties on other lawful grounds, including:

- To comply with our legal obligations, including where necessary to abide by law, regulation or contract, or to respond to a court order, administrative or judicial process, including, but not limited to, a subpoena, government audit or search warrant;
- In response to lawful requests by public authorities (including for national security or law enforcement purposes).
- As necessary to establish, exercise or defend against potential, threatened or actual litigation.
- Where necessary to protect the vital interests of you or another person.
- In connection with the sale, assignment or other transfer of all or part of our business; and
- With your consent.

### **Sales of personal information**

We do not sell your personal information. Personal information collected in accordance with this Visitor Privacy Notice shall not be sold (sold shall be interpreted as defined by the California Consumer Privacy Act of 2018, Cal. Civ. Code 1798.100 et seq.).

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## **YOUR CHOICES & RIGHTS**

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You may exercise the rights available to you under applicable data protection laws by contacting us through the contact details in Section 8. You may also submit your request by mailing a letter to the address at the bottom of this policy. Please be sure to include your full name, email address, and which type of request you are making in your letter. Please note that whilst we will carefully assess every request, we receive we may not always have to comply. When this happens, we will explain why.

#### **Your rights**

- You can request to access, correct, update your personal information or to have it deleted. You can also ask us to restrict processing of your personal information or request portability of your personal information.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

#### **Your choices**

- If we have processed your personal information based on a non-overriding legitimate interest, you can object to the processing of your personal information.
- If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

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## **LOOKING AFTER YOUR INFORMATION**

We have security measures in place to protect your information. The security measures we use will depend on the type of information collected.

We only keep your information for as long as required to provide you with the services you request, for the purposes outlined in this policy and for any legal purposes for which we are obliged to keep the information. We will securely delete your information when it is no longer required for these purposes, in line with our company policies.

As a part of a global group of companies, we rely on shared services, some of which are located outside of Europe. At the same time, when world-class acts are touring, to provide you a seamless experience, your information may be transferred internationally.

When transferring information in this way, there are strict rules in place to ensure your data is still protected to a high standard. Where we do this, we will ensure that appropriate safeguards are put in place including, where required, one of the mechanisms listed below.

- Standard Contractual Clauses approved by the European Commission

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- Binding Corporate Rules
- Binding Corporate Processor Rules

For more information, or to get a copy of the relevant documentation please contact us.

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You can also write us at:

Live Nation Entertainment, Inc.  
9348 Civic Center Drive  
Beverly Hills, CA 90210  
Attention: Privacy Officer, Legal

There is also your local Supervisory Authority where you have one, although we encourage you to try and let us help you first.

From time to time, we may change our privacy practices. We will notify you of any material changes to this policy as may be required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

Last updated: 31/03/2023

**CONTACT US**

If you have any questions about the above, or our approach to privacy, our dedicated Privacy Office, including our Chief Privacy Officer, Hannah Foster, and International Data Protection Officer, Alex Bryant, is here to help [privacy@livenation.com](mailto:privacy@livenation.com).