

## **Privacy Policy**

Last Updated and Effective Date – February 10, 2026

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THE WEBSITE. YOUR USE OF THE WEBSITE IS ALSO GOVERNED BY OUR TERMS OF USE.

This Privacy Policy describes the manner in which Loew’s Jersey Theater, Harris Blitzer Sports Entertainment, and its parents, subsidiaries, affiliates and other related entities (which may include the Prudential Center, New Jersey Devils, Philadelphia 76ers, Utica Comets, White Eagle Hall and others) (collectively, “HBSE Parties” “we,” “our,” or “us”) use information in operating our websites, our mobile and other apps, any other service that displays or provides an authorized link or reference to this Privacy Policy, or any other products or services that you may obtain from the HBSE Parties (collectively, the “Services”). Any and all disputes, claims, or controversies arising under or in connection with this Privacy Policy shall be governed by the Dispute Resolution and Binding Arbitration provisions and Class Action Waiver and Jury Trial Waiver provisions of [Terms of Use](#).

Your use of any part of the Services indicates your acceptance of this Privacy Policy and of the collection, use and disclosure of your personal information in accordance with this Privacy Policy. If you do not agree to your information being used in the manner described in this Privacy Policy, please do not use the Services. If you have any questions about this Privacy Policy, please contact us via email at [privacy@prucenter.com](mailto:privacy@prucenter.com) or as described under Contact Us below.

### **California Notice at Collection**

We collect personal information as described in this Privacy Policy and for the purposes listed below under in the “Information We Collect and Receive” section. We disclose personal information as described under the “How We Disclose the Information We Collect and Receive” section below. We will retain your personal information as described under the “Security & Retention” section below. We do not sell your personal information, but we may share the following categories of personal information: identifiers, commercial information, internet and other electronic network activity, geolocation, and inferences. Please visit the “State Privacy Rights” section below to understand how to opt-out of cross-contextual behavioral advertising. We do not knowingly sell or share the personal information of children under the age of sixteen without affirmative authorization.

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## 1. Information We Collect and Receive

We collect and receive the following categories of information:

- Information You Provide Directly. We receive the information you choose to provide when using or through our Services.
  - For example, in connection with certain uses of our Services, such as when you register for our Services, bid on or purchase products on or through our Services, send or receive tickets, sign up to receive newsletters, email updates, or electronic or other marketing communications, sign up to learn more about our upcoming events, enter a contest or sweepstakes, comment on an article, communicate with customer service, complete a survey or questionnaire, or complete a digital form or information request, you may be asked to provide information about yourself including:
    - Identifiers such as your first and last name, username, mailing address, phone number, date of birth, contact information such as email address and mobile phone number.
    - Commercial information, including payment information (e.g., credit card information) and a record of your purchases and services you have obtained.
    - Demographic information, such as language spoken, age, gender, race/ethnicity, household composition, income, and size.
    - Passwords, login information, and other preferences.
    - Audio, visual, or similar information during call recordings or other interactions between you and us.
    - Payment information, such as credit card numbers.
    - Photographs or videos.
    - Sensitive Personal Information, such as account log-in and password, precise location, and racial or ethnic origin. Please note, in the limited circumstances we process sensitive personal information, we will obtain your consent and we will not use or disclose it other than for disclosed and permitted business purposes and will not use it to infer characteristics about you.
    - Preferences and psychographic information, including favorite team, player or artist.
    - Other information about your use of our Services.

- If you send us personal correspondence by paper or electronic means (such as email), we may collect and maintain information provided by the correspondence in a file specific to you.
  - Before gaining access to certain Services or submitting certain information requests (such as ticket inquiries), you may be asked to complete a registration form (via Formstack or otherwise) and provide personally identifiable information. You also may be asked to choose a user ID and password to take advantage of certain features through the Services, such as loyalty programs, access to mobile apps, contests, forums, webcasts, or other subscription-based services.
  - Chat bots, forums, and message boards may also be available through the Services. Information you post on forums, message boards and comment sections is public and may be seen by anyone. We strongly recommend that you do not disclose any of your personally identifiable information in any chat bot conversation, forum, or on any message board as we cannot control who may view such information.
- Information We Collect or Receive When You Use Our Services. We also collect or receive information when you use our Services. We collect some of this information using cookies, web beacons, and other technologies. This information that we collect automatically may be combined with other information about you to personalize content, communications, and advertising based on your interests. Depending on how you access and use our Services, we may receive:
    - Internet or other electronic network information. This is information we automatically collect and store when you use and interact with our Services, including information from cookies, for example:
      - Information about your interactions with our Services, including the content you view, the products you bid on or purchase, the amount of time spent on our Services, the date on which you accessed our Services, and information in cookies and similar technologies; and
      - Information about how you access our Services, including your browser or operating system, your Internet Protocol (“IP”) address, and browsing history including the websites you visit before and after visiting our Services.
    - Biometrics. Depending on your use of our Services, we may collect biometric information, such as facial recognition, for our legitimate business purposes, including security and fraud prevention.
  - Device information. This is information we collect and store concerning the device you use when you access our Services. (Note that by “device,” we mean any equipment or technology you use to access our Services.) Device information may include, for example:

- The type of device you are using (e.g., your brand of phone or tablet.)
  - Certain device identifiers which may be unique to your device.
  - Your Internet service provider.
  - Depending on your permissions, content you have stored on your device (e.g., contacts stored on your phone.)
- Location information. This information may include specific geolocation data drawn from your device’s GPS, Bluetooth and Wi-Fi signals and nearby cell towers. We receive this information, for example, when you choose to use location-enabled services that we offer. Depending on your use of our Services, we may also collect your precise geolocation such as your location within our arena.
  - Inferences. We may generate inferences about your preferences and characteristics based on your use of the Services and other information we have about you.
  - Commercial information. We capture certain information automatically when you make purchases or obtain services from us, such as a record of the purchases and services you have obtained and information about the time of the purchase, and ticket transfer/receipt information.
  - Chat. We may collect information when you use our chat function to have a one-on-one dialogue with our chatbots and representatives. By using our chat function, you consent to us recording and or storing a transcript of the full contents of your chat, including any data provided by you.
  - SMS/MMS. We collect information through SMS and MMS messaging in certain circumstances where we have your consent to do so.
  - Information from Third-Party Sources. We receive information from third-party sources such as the National Hockey League (NHL) and its affiliates, Ticketmaster, Fevo, Fanatics, other Business Partners (defined herein), publicly or commercially available sources, social networking services, and data providers that allow us to append data and build customer profiles. This Privacy Policy addresses the use and disclosure of information we collect from you. For some services, we may post links to other merchants, sites, and services who may also collect and use your personal information. We encourage you to read the Privacy Policy of any third-party website or social media platform you visit, and to ask questions and to be cautious before you disclose your personal information to others.
  - NHL. The NHL may collect information relating to your use of its services and disclose that information to us.
  - Ticketmaster and Fevo. We receive certain purchase information (such as ticket purchase, transfer and receipt behavior, your name, address, and contact information but not your full payment card information) from Ticketmaster and Fevo when you make a ticket purchase. For information about Ticketmaster’s or Fevo’s privacy practices, please see the applicable privacy policy on their platforms.

- Fanatics. The NHL has engaged Fanatics to operate NHLShop.com, NHLShop.ca, and Shop.International.NHL.com (collectively, “NHL Shop”) and Auctions.NHL.com (“Auctions”). We may receive certain purchase information (such as purchase behavior, your name, address, and contact information but not your full payment card information) from Fanatics, for example, when you make a purchase on NHL Shop. For information about Fanatics’ privacy practices, please see the applicable Fanatics privacy policy.
- Other Business Partners. We may receive information about you from other Business Partners, including when you sign up to receive Devils or Prudential Center news and offers on a third-party site or while using a third-party service.
- Publicly or commercially available sources. We may receive information about you that is publicly or commercially available, including from data vendors, including data brokers, where we are permitted to do so.
- Social networking services. If you choose to connect with social networking services while using our Services, we may receive certain information about you, such as your username. See below for more information about social networking services.
- Data providers. We may provide data to data providers so they can provide enhanced data back to us, including demographic information, purchase behavior and other personally identifiable information.

We may combine the information we have collected or received about you in different ways, including to develop inferences about you. For example, we may infer information about your preferences for engaging with us.

We will limit the collection of personal data to what is adequate, relevant, and reasonably necessary in relation to the purposes for which such data is processed without your consent.

## **2. How We Use the Information We Collect and Receive**

We use each of the categories of information we collect and receive for the following business purposes:

- To provide our Services. We use the information we collect and receive to provide you with the Services you use or request. For example, we use this information to:
  - Create accounts and process your registration with our Services.
  - Process transactions, including purchases, transfers, and donations.
  - Detect fraud related to transactions.
  - Provide technical support and respond to user inquiries.
  - Notify you about updates to our Services or send other communications that are relevant to your use of our Services; and

- Enhance our ability to detect and prevent fraud and potentially illegal activities in connection with our Services and otherwise enforce our Terms of Use.
- To improve our operations and Services. We also use the information we collect and receive to provide content you may find relevant and interesting and to maintain and upgrade our operations and our Services. For example, we may use this information to:
  - Solicit input and feedback about our Services.
  - Identify and address technical issues on our Services.
  - Better understand the visitors who come to our Services and the content of interest to them; and
  - Customize your experiences on our Services based on location information or your online activities, including the content you view, the products you bid on or purchase, other Services of ours you use, and other information we collect and receive.
- To understand fan engagement across the NHL. We use the information we collect and receive, including from third-party sources, for performing internal analysis and building models to better understand our fans so that we can customize and improve our Services, advertising, and communications. We also conduct surveys to better understand our fans. We use and analyze survey responses for the purposes described above and, if applicable, to better understand the make-up and diversity of our fans.
- To provide effective advertising and marketing. We also use the information we collect and receive to provide ads for our Services and certain third-party services, and to send you promotional communications, although you have certain rights with respect to these practices, as described below under the Your Other Privacy Choices section. For example, we may use this information:
  - To show you ads (on and off our Services, including on third-party sites such as social networking services), including those that are based on your location information and those that are based on your online activities over time, and across third-party sites and services (“targeted advertising”). For more information, see Section 4 below.
  - We also may provide a hashed or encrypted version of your email address or other information to third parties for the purposes of serving relevant advertising to you or others on third-party sites.
  - To send you electronic and other marketing messages about us or our third-party Business Partners that may be tailored to your preferences, characteristics, interests, and interactions with our website – for example, content related to areas of our website you have visited.
  - To measure and evaluate the effectiveness of online advertising campaigns; and

- To administer your participation in our contests, sweepstakes, loyalty programs, fantasy or interactive games, or other promotions.
- For our other business purposes. We may also use the information we collect and receive for our business purposes such as:
  - Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance.
  - Helping to ensure security and integrity.
  - Debugging to identify and repair errors that impair existing intended functionality.
  - Short-term, transient use, including, but not limited to, nonpersonalized advertising.
  - Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing, or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.
  - Undertaking internal research for technological development and demonstration.
  - Undertaking activities to verify or maintain the quality or safety of our Services, and to improve, upgrade, or enhance our Services.
  - Other legitimate business purposes not otherwise prohibited by applicable law.

We also may use the information we collect and receive for other purposes that may be described to you at the point of collection or for which you provide your consent.

We may use third parties to assist us with the actions identified above.

### **3. How We Disclose the Information We Collect and Receive**

We may disclose information that we collect and receive with third parties when we have your consent or as described below. We may obtain information from and disclose information to advertising networks, internet service providers, data analytics providers, operating systems and platforms, social networks, and data brokers.

We disclose information with the following types of third parties:

- Our affiliates and related entities. We disclose information with current and future “affiliates,” a term that includes our parent and subsidiary companies, joint venture

partners, or other companies we control, are controlled by, with which we are under common control, or with which we share at least one common owner, for the purposes set out in this Privacy Policy. We also disclose information with the NHL and its affiliates.

- Our service providers. We provide information to affiliated and unaffiliated service providers and others that perform certain functions or services for us, such as to host our Services and data, fulfill orders, provide products and services, manage databases, perform analyses or advertising services (including vendors that provide enhanced data to allow us to append data and build customer profiles), administer our contests and sweepstakes, collect location data, provide location-based services, process credit card payments, provide customer service, or send communications for us. We will impose appropriate written contractual obligations on any such service providers for the protection of any personal data processed by such service providers on our behalf.
- Business Partners. When you consent to receive news and offers from them, we disclose information about you with select Business Partners, such as our sponsors, retailers, and broadcast partners (“Business Partners”), so that they can provide you with special offers, promotional materials, and other materials and information that may be of interest to you. To opt out of receiving further communications directly from these Business Partners, please contact the Business Partner directly. Please see the Your Other Privacy Choices section for more information on the choices we provide you. We also may disclose personal information with co-brands and other partners when you choose to be involved in their programs or where you provide your information to us in order to transact with, donate to, or otherwise interact with the partner. We are not responsible for the privacy practices of our Business Partners or other third party partners, which may use your information for their own purposes.
- Advertising partners. We may also disclose information to our advertising partners for targeted advertising purposes, including through the use of cookies, web beacons, and other technologies as described further in Section 4 below. We may also disclose your personal data by allowing certain third parties (such as online advertising services, social networks, and data analytics providers) to collect personal data through automated technologies on our Services for targeted advertising purposes.
- Other parties in response to or in connection with legal process. We or our service providers may disclose your information -- including the contents of your communications -- to other parties when required or permitted by applicable law in the jurisdictions in which we or our service providers are located, such as when we have a good faith belief that:
  - Doing so is necessary to respond to lawful governmental requests or legal process (for example, a court order, search warrant, or subpoena).
  - The information is relevant to a crime that has been or is being committed.

- An emergency exists that poses a threat to your safety or the safety of another person or persons.
- Doing so is necessary to protect our rights or property or to enforce our Terms of Service.
- Other parties in connection with certain business transactions. In the event of a prospective or actual change in ownership of any of the HBSE Parties (or any portion of our assets) as a result of a merger, acquisition, or in the unlikely event of a bankruptcy, your information may be transferred to another entity. If such a transaction occurs, we will notify you in an update to this Privacy Policy or through another appropriate means.
- Interactive features. Information may also be disclosed with or made available to third parties when you post information to a public user profile or a public area of our Services, such as a chat room, forum, blog, or other community tool, or when you participate in public events or activities. You are responsible for any information you post to these interactive features. We cannot ensure that parties who have access to such information will respect your privacy. Please exercise caution when using these features.
- Business Partners and other third parties’ marketing purpose. We also may disclose your personal data to Business Partners and other third parties for their own marketing purposes. These activities may be considered “sales” under certain laws. They also may be considered sharing or processing of personal data for targeted advertising under applicable law. For further information, see State Privacy Rights section below.

We also may disclose other information with third parties in a manner that does not identify particular users, including, for example, aggregated or deidentified information. Once de-identified, we will not attempt to re-identify the information except as permitted under applicable law.

#### **4. Third Parties That Provide Content, Advertising, or Functionality on Our Services**

Some of the content, advertising, and functionality on our Services may be provided by third parties. Such third parties include, for example:

- Content providers, which may operate contests, sweepstakes, fantasy or interactive games, or public forums on our Services.
- Advertising providers, such as ad networks and other advertising companies, which help us and our advertisers provide ads (on our Services or elsewhere online) that may be tailored to users’ interests, including targeted advertising, and to understand users’ response to those ads.
- Audience-measurement companies, which help us measure the overall usage of our Services and compare that usage to other online services.

- Social networking services (such as Meta and X), which may enable you to log in to certain parts of our Services, to comment on content available on our Services, and to share things you find on our Services with your social network; and
- Mobile location analytics providers, which uses geolocation data to facilitate the transmission of informational, marketing, and public service communications to you.

**Targeted Advertising:** These and other third parties may collect and receive information about your use of our Services, including through the use of cookies, web beacons, and other technologies, and this information may be collected over time and combined with information collected on different websites and online services (such as web pages you visit and your interaction with advertising and other content) across your devices, including, for example, to make predictions about your preferences and deliver targeted advertising to you, both on and off our Services. Social networking services may be able to collect information about you, even if you do not click on or interact with their content on our Services or have an account with the social networking service.

Note that some of these companies participate in industry-developed programs designed to provide consumers with choices about whether to receive targeted ads. To learn more and to opt out of such targeted advertising, please see the Your Other Privacy Choices section below.

**Social Networking Services:** The third-party social networking services with which we partner may notify your friends and other connections, both on our Services and on the social networking services themselves, that you are a user of our Services or about your use of our Services. If you choose to access or make use of third-party social networking services, we may receive information about you that you have made available to those social networking services depending on your settings. We may use the information pursuant to this Privacy Policy, such as to enhance your personal and social experience on our Services.

You also may be able to link an account from a social networking service to an account through our Services. This may allow you to use your credentials from such third-party service to sign into certain features on our Services. If you link your account from a third-party site or service, we may collect information from those third-party accounts, and any information that we collect will be governed by this Privacy Policy.

## **5. State Privacy Rights**

Depending on the state in which you live, you may have certain privacy rights under local law, including:

- To confirm whether we are processing your personal information.
- To request to access your personal information, including, where applicable, in a commonly used electronic format, and to request other information about our data processing practices, such as the categories of personal information we collect, specific pieces of personal information, and a list of specific third parties to whom we have disclosed personal information.

- To request to update or correct inaccuracies in your personal information.
- To request to delete certain personal information in our custody and control.
- To request to withdraw or revoke consent, such as where we are relying on consent as the legal basis to process your personal information (where that concept is recognized) or where we are processing your sensitive personal information pursuant to your consent; and
- To request to object to or restrict the processing of your personal information, including to opt-out of our use of your personal information for (1) the sale, (2) the sharing for cross-contextual behavioral advertising, (3) for targeted advertising, (4) profiling in furtherance of decisions that produce legal or similarly significant effects, or (5) our use and disclosure of your sensitive personal information.
- For residents of certain states whose personal information is profiled in furtherance of decisions that produce legal effects or similarly significant effects, you may have the right to question the result of the profiling, to be informed of the reason that the profiling resulted in the decision, and if feasible, to be informed of what actions may be taken to secure a different decision in the future. You may also have the right to review the personal information used in the profiling.

In each case, these rights are subject to certain exceptions prescribed by law. You may also be entitled to appeal our decisions with respect to your data rights in accordance with local laws and may do so by following the instructions provided in the correspondence we sent to you communicating our decision. You may also be entitled to appoint an authorized agent to exercise rights on your behalf, in which case we may request further information to validate the identity of your agent or that the agent is authorized to act on your behalf.

#### How to Submit Your Request

If you would like to access, delete, or correct your information or otherwise exercise your rights, please contact us as set out in the Contact Us section below by sending an email to [privacy@prucenter.com](mailto:privacy@prucenter.com). Please write “Privacy” in the subject line and include your first name, last name, and email address in the body of the email.

- To opt out of profiling or the sale or sharing of your personal information for targeted or cross-contextual behavioral advertising, please include the following in your email: “Opt Out of Profiling/ Opt Out of Sale/ Opt Out of Sharing for Targeted Advertising.”
- To opt out of, or withdraw consent, to the future sharing of your personal information with Business Partners for those parties’ own promotional purposes, please include the following in your email: “Opt Out of Business Partner Sharing” or “Opt Out of Member Club Sharing.”

Please also review the “Your Other Privacy Choices” section below for more information about how to make these advertising-related requests.

We will not discriminate against you for exercising these rights, such as increasing the cost of or decreasing the availability of a product or service, although some of the functionality and features available to you may change or no longer be available to you.

Please note that if your information is deleted or corrected pursuant to a request from you, and you subsequently provide your information to us in the same or different form, we would then use that information consistent with the terms of this Privacy Policy.

### How We Verify Your Identity and Requests

To process your request, we must be able to verify your identity or authority to make the request and confirm the personal information relates to you. We will request that you provide us with your name and email address (although different information may be requested if there are duplicates or we do not have your email address). Depending on the type of request you have made, we may request further information from you to verify your request, such as your account details and, where necessary, copies of government issued identification. Submitting your request through the authorized mechanisms allows us to verify your identity as required by applicable law. As such, we cannot accept requests through other channels. We cannot process your request if you do not provide us with sufficient detail to respond to the request. We reserve the right to confirm your state residency. If we are not able to successfully identify your residency, we will inform you of the fact.

## **6. Your Other Privacy Choices**

You have several additional choices about how we manage information we collect and receive about you.

- Email. You may opt out of receiving future promotional email communications from us by clicking the “Update Your Email Preferences” or “Unsubscribe” links in the footer of promotional email communications and updating your preferences. Please note that we may continue to send you transactional or service-related emails regarding your account. To opt-out of receiving emails from Business Partners, please contact those parties directly.
- SMS and MMS. You may opt out of receiving promotional SMS and MMS messages (i.e., text messages) from us by replying “STOP” to any message, which is free of charge. Please note that we may respond to your opt-out request with a message confirming that you have successfully opted out.
- Targeted Advertising. You have various choices related to targeted advertising.
  - You may opt out of receiving certain targeted advertising from participating companies by visiting the websites of the Network Advertising Initiative, Digital Advertising Alliance, and the Digital Advertising Alliance of Canada. On mobile, you may opt out of by visiting the [Network Advertising Initiative’s Mobile Opt-Out](#) website.

- Where available, and depending on the jurisdiction in which you live, you also may disable optional cookies, web beacons, and other technologies through your web browser.
- Depending on your jurisdiction, we also will support the Global Privacy Control (“GPC”), a universal opt-out preference signal that communicates your privacy preferences to the websites you visit. For more information on the GPC, please visit their website at [GlobalPrivacyControl.org](https://GlobalPrivacyControl.org).

These choices apply to the web browser you use, which means that you must opt out of each web browser on each device you use. If you opt out, you may still see ads from us, but the ads will be less relevant to you and your interests.

**Do Not Track.** As distinct from the choices described above, some web browsers may transmit “do not track” signals to the websites and other online services with which the browser communicates. There is no standard that governs what, if anything, websites, and online services should do when they receive these signals. We currently do not act in response to these signals. When a standard for responding is established, we may revisit our policy on responding to these signals.

**Location Information.** If you use location-enabled services or applications covered by this Privacy Policy, you may opt out of having your location information collected and/or used for certain purposes through your device settings. However, if you exercise such an opt-out option, you may not be able to enjoy all the functionalities offered by those services or applications. You also may be able to limit the collection of your location information through the settings on your device.

**Appeal.** If you would like to appeal a decision with regard to your privacy rights, please contact us at [legal@hbse.com](mailto:legal@hbse.com) and write “Privacy Appeal” in the subject line or write to us at:

General Counsel  
Prudential Center  
25 Lafayette Street  
Newark, NJ 07102

## **7. Security & Retention**

We have established, implemented, and maintain reasonable physical, technical, and administrative safeguards appropriate to the volume and nature of the personal data at issue to help protect the confidentiality, integrity, and accessibility of personal data and to secure personal data during both storage and use from unauthorized acquisition and to protect against theft, loss, misuse, and unauthorized access to or disclosure of the information we collect and receive. However, please note that no data transmission or storage can be guaranteed to be 100% secure. As a result, while we strive to protect your information and privacy, we cannot and do not guarantee or warrant the security of any information you disclose or transmit to our Services and cannot be responsible for the theft, destruction, or inadvertent disclosure of your information, or any other disclosures out of our control. We will not process personal data that

presents a heightened risk of harm to you without conducting and documenting a data protection assessment of each such processing activity.

Your online access to some of your information may be protected with a password that you select. We strongly recommend that you select a unique password that is difficult to guess and that you do not disclose your password to anyone. We will never ask you for your password in any unsolicited communication (such as letters, phone calls, or email messages).

We retain personal information for only as long as we need it to provide the Services, for purposes described in this Privacy Policy, after which we take steps to delete or anonymize information. Among the criteria used to determine our retention periods include the length of your relationship with us, any retention periods that are mandated by law, and whether retention is required pursuant to litigation or regulatory investigations.

## **8. Children’s Privacy**

Our Services are not directed at children under the age of 16, and we do not knowingly collect, use, or disclose personal information from children under the age of 13 or as otherwise defined by local law without prior parental consent, except as permitted by the Children’s Online Privacy Protection Act (“COPPA”) or other applicable local law. For certain activities in which children are allowed to participate (for example, youth clinics, camps, kids’ clubs, and community outreach events), any request for personal data (such as registration data) is intended for and directed to the parent or legal guardian. If you have reason to believe that a child under the age of thirteen has provided personal data to us without parental consent, please contact us using any of the methods described in the “Contact Us” section to request that we delete the personal data.

## **9. Third Party Links**

Our Services may contain links to other sites that we do not own or operate. Also, links to our Services may be featured on third party services on which we advertise. We provide links to third-party services as a convenience to our users. These links are not intended as an endorsement of or referral to the linked services. The linked services should have separate and independent privacy statements, notices, and terms of use, which we recommend you read carefully. We do not have any control over such services, and therefore we take no responsibility and assume no liability for the manner in which the entities that operate such linked services may collect, use, disclose, secure, or otherwise treat your information.

## **10. Additional California Rights**

In addition, California residents who are registered users of the Services and are under the age of eighteen are entitled, in accordance with California law, to request and obtain removal of content and information that they themselves post as user content on the Services. You may request such removal by sending an email to: [privacy@prucenter.com](mailto:privacy@prucenter.com) or calling 1-833-757-6335. If emailing, please write “Privacy” in the subject line. In your communication, please include: (i) a statement that you are requesting, in accordance with California law, the removal of user content; (ii) a description of the material you want removed and information reasonably sufficient to permit us to locate the material; and (iii) your first name, last name, email address,

mailing address (including city, state, and zip) and year of birth so that we can process your request. Please note that your request does not ensure the complete or comprehensive removal of the material.

## **11. Notice of Financial Incentive**

From time to time, we may provide financial incentives to consumers who elect to participate in certain programs and, in connection with such programs, allow us to collect and retain certain personal information, such as identifiers (e.g., first and last name, username, mailing address, phone number, date of birth, contact information such as email address and mobile phone number), and Commercial Information (e.g., payment information and a record of your purchases and services you have obtained). These incentives may result in differences in the prices of our products offered to consumers (e.g., discounts and other promotions). For example, the financial incentives we may provide include discounts based upon purchase activity, other periodic discounts for promotional purposes or seat upgrades or experiences.

The material aspects of any financial incentive will be explained and described in its program terms or in the details of the incentive offer.

Participation in any financial incentive program is entirely optional and participants may withdraw from the program at any time. To opt-out of the program and forgo any ongoing incentives, please follow the instructions in the program's terms and conditions, or contact us using the contact information in Section 14 below.

Each financial incentive or price or service difference related to the collection and use of personal information is based upon our reasonable, good-faith determination of the estimated value of such information to our business, taking into consideration the value of the offer itself, the expense associated with the offer, and the anticipated revenue generation that may be realized by rewarding brand loyalty and repeat purchases. The value of the personal information collected in connection with any financial incentive is the offer itself.

## **12. Further Information for visitors outside of the United States, including European Economic Area ("EEA"), United Kingdom, and China Residents**

### **International Transfers of Personal Information**

Our headquarters are in the United States, and, regardless of where you use our Services or otherwise provide information to us, your information may be transferred to, maintained, and processed by the HBSE Parties and their affiliates, operational partners and service providers in the United States or other locations outside of your jurisdiction of residence. Please note that U.S. privacy laws, regulations, and standards may not be equivalent to the laws in your country of residence and such information may be subject to lawful access by U.S. courts, law enforcement, and governmental authorities. Please be aware that information we obtain because of your use of the Services may be collected, transferred, stored, and processed in the United States or another country in accordance with applicable law.

## **Legal Basis for Processing for EEA and UK Residents**

To the extent our activities are subject to international data protection laws that specify limited legal grounds to process your information, the legal bases for our processing activities are to perform our contract(s) with you; to meet our legal obligations; and for our legitimate business purposes, including to improve our operations and Services, detect and prevent fraud, and enforce our Terms of Service. We rely on your consent to send you direct marketing messages about our products, services, and promotions and to deliver targeted advertisements to you, both on and off the Services. If you do not provide certain information to us, we may, in some circumstances, be unable to comply with our obligations or provide you with the services that you request. We will tell you about the implications of not providing certain information.

### **EEA/UK Privacy Rights**

In accordance with the GDPR, EEA/UK data subjects have the following rights:

- If the processing of personal data is based on your consent, the right to withdraw consent for future processing of that data.
- The right to request access to and rectification of your personal data.
- Subject to limitations as provided for in the GDPR, the right to request restriction of the processing of your personal data.
- Subject to limitations as provided for in the GDPR, the right to request erasure of your personal data.
- The right to receive, in a structured, commonly used, and machine-readable format, the personal data you have provided to us based on your consent or a contract, and have such information transmitted to another company, where technically feasible (Data Portability.)
- If you are not satisfied with our response, you also have the right to lodge a complaint about the processing of your personal data with a local data protection authority.

Please see the Your Other Privacy Choices section for more information on how to withdraw your consent at any time and your data protection rights. In addition, you may lodge a complaint with the relevant supervisory authority if you consider that our processing of your personal information infringes applicable law. Contact details for all EEA Supervisory Authorities can be found on the European Data Protection Board website at [edpb.europa.eu](https://edpb.europa.eu). You may exercise these rights by contacting us as provided in the Contact Us section below.

Where required by applicable law, we will request your consent to use cookies, send you promotional messages and deliver advertisements about products, tickets, services, programs, or events, or disclose your data to our partners and other third parties for these purposes. For more information about our use of cookies, please see our Cookie Policy.

For children located in jurisdictions within the EEA or UK, we comply with the age limits applicable in each Member State. In these instances, the references in our Privacy Policy to the age of thirteen will be deemed to be references to the age limits applicable in each Member State. Where this Privacy Policy refers to consent in relation to processing the personal data of any person under the age limits applicable in each Member State, such processing will require the consent of that person's parent or legal guardian.

We may transfer your personal data from the EEA or UK to other jurisdictions as described in the Data Transfers section of our Privacy Policy. Our practice when transferring personal data is to put in place appropriate safeguards as required by applicable law, such as relying on Standard Contract Clauses (Article 46 of the EU General Data Protection Regulation, the "GDPR") or, in exceptional cases, individual consent (Article 49 of the GDPR). Subject to applicable law, you may obtain a copy of these safeguards by contacting us as described below.

### **Information for China Residents**

In order to achieve the purposes described in the "How We Use the Information We Collect and Receive" section of this Privacy Policy, we may transfer your personal information to our database or headquarters and affiliates or other third parties outside of China.

If your personal information is transferred to such parties, we will use lawful cross-border transfer mechanisms to transfer your personal information and adopt necessary measures to ensure that such overseas recipients can provide the same level of protection as required under applicable Chinese laws.

### **13. Changes To This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our privacy practices, so we encourage you to review this Privacy Policy periodically. The "Effective Date" listed at the top of this Policy indicates when it was last revised. If we make significant, material changes to this Privacy Policy, we will provide appropriate notice to you as required by law. Your continued use of the Services constitutes your agreement to these changes.

### **14. Contact Us**

If you have any questions about this Privacy Policy or the manner in which we or our service providers treat personal information, please contact us at [privacy@prucenter.com](mailto:privacy@prucenter.com) and write "Privacy" in the subject line, call us at 1-833-757-6335, or write to us at:

Privacy Officer  
Prudential Center  
25 Lafayette Street  
Newark, NJ 07102