

Effective Date: October 1, 2017

Privacy Policy

This privacy policy (the "Privacy Policy") describes how and when SnowGlobe, LLC ("SnowGlobe" "us" "we" "our") collects, uses, and shares your information when you use the SnowGlobe website located at www.snowglobemusicfestival.com (the "Site"), our mobile application(s), our related website(s), our social media account(s), service(s) and software (collectively, with the Site the "Services"). This Privacy Policy explains the information gathering, use and sharing practices for the Services, including what information is collected, how that information is acquired, maintained, stored, shared and/or used, and your privacy choices. This Privacy Policy is independent from our offline personal data collection practices. When using any of our Services you consent to the collection, transfer, manipulation, storage, disclosure and other uses of your information as described in this Privacy Policy.

Please note: This Privacy Policy does not apply to information collected by third parties, for example, when you purchase a ticket from a third party ticketing provider through links on our Services, visit a third party website, or interact with online advertisements. Please take a moment to review the privacy policies of third-party sites before you disclose information to them, as we cannot be held responsible for their actions with regard to your information.

When We Collect Personal Information and What Types of Personal Information We Collect

When you Sign Up for Newsletters, Enter Sweepstakes, Register Your Wristband and/or Create an Account: To use and/or access certain features of the Services, you may be required to provide information such as your name, username, password, email address, mailing address, zip code, telephone number, date of birth, gender, age verification, social media handle(s), and/or other identifying information (collectively "Personal Information"). You may access the Services without submitting any Personal Information, in which case we will be only collecting non-personal information (discussed below).

When You Send Email Communications: When you contact us via email, your name, email address, and other Personal Information you use or submit to communicate with us will be subject to this Privacy Policy. The contents of your email communications (including when contacting us through the "Contact" section of the Services) including any information, resumes, ideas, concepts or inventions, will not be subject to this Privacy Policy. We may keep a record of your communications with us and use the contents of those communications for any purpose.

When You Submit a Media Application: We may allow you to use our Services to apply to be part of our media team. If you choose to apply, we will collect the Personal Information and other information required to process your application; typically, your name, address, telephone number, email address, and certain additional information relevant to the position or placement (such as your work history, information about your products/services, etc.). A third party service provider may collect this information on our behalf and share it with us, so please be aware of any additional policies that may apply to the information you provide in the application. We will use this information as necessary to process your application, contact you regarding this or other future application/vendor/work opportunities, and other related matters.

When You Make A Purchase: When you send payment through our Services, SnowGlobe or a third party service provider (such as Stripe or Eventbrite) collects payment information which may include your credit or debit card number, card expiration date, CVV code, shipping address and billing address ("Payment Information"). Any time Payment Information is collected, it will be used only to process the payment transaction, and will be handled securely using commercial encryption practices. We do not store or have access to your Payment Information collected in connection with purchases made through the Services. However, if we collect any Payment Information in connection with a transaction in which we will be paying you, in order to facilitate future payment transactions on our Services, we (or a third party service provider) may store such Payment Information, which you can remove from your account at any time. We consider your Payment Information private and do not make such information public. We also collect and store transaction history information created by payment transactions made on our Services. In most cases, these third party service providers also collect Personal Information from you in connection with your purchase. Our third party service providers share some of the Personal Information they collect with us, such as your name, shipping address and email address, in order to facilitate order fulfillment, and so we may further communicate with you about your purchase. Any Personal Information we receive from our third party

service providers will be processed by SnowGlobe in accordance with this Privacy Policy. However, such third parties may have different privacy practices. Therefore, we encourage you to read their privacy policies prior to disclosing any Payment Information or Personal Information. Additionally, we may collect and store transaction history information created by purchases you make through the Services.

Third Parties and Affiliated Services: We offer some of our Services in connection with other third parties (such as EventBrite, Hotels For Hope, Twitter or Facebook), and Personal Information that you provide to those third parties may be sent to SnowGlobe. When you engage with our Services on or through third-party social networking websites, plug-ins and applications, you allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture, gender), and such information will be subject to this Privacy Policy, as well as the privacy policy of the third party website, plug-in or application. If you want to connect with us through a third-party service, please make sure you are familiar with and in agreement with the ways in which that third party service will share your personal information. We process your information in accordance with this Privacy Policy, however, such third parties may have different privacy practices. Therefore, we encourage you to read their privacy policies prior to disclosing any Personal Information. We may also receive Personal Information collected by from our other third party partners, service providers and affiliates in order to facilitate transactions in connection with the your use of the Services and/or who we engage to provide services to facilitate the operation of the Services, including without limitation Brandcast, Inc. [whose privacy policy may be found here](#). All Personal Information collected by such third parties will be treated in accordance with this Privacy Policy, unless otherwise stated herein.

Please note, any information collected under this Privacy Policy may be associated with other information about you, whether by us or a third party service provider. For example, we may from time to time obtain data from third parties such as business partners or other companies and append it to existing user data to add more detail to the information we have about you. Please note, if you use any social media plugin, API, or other similar feature, use an event hashtag or similar link, or otherwise interact with us or our Services via social media, anything you post may be made available on our Services or to the general public. If you post a comment or content to social media that references our official accounts, your comment or content will not be subject to this Privacy Policy, and we may share, rebroadcast, or redisplay that information or other information derived from your social media interactions to the extent permitted by the terms of use governing the relevant social media service.

Other sources of Personal Information or data: If we receive Personal Information or data from you through our Services other than as described in this Privacy Policy, it will still be used and managed in accordance with this Privacy Policy, unless otherwise stated at the time you provide the information.

What We Do With Personal Information We Collect

We may use and store your Personal Information to send you information about our Services, respond to your requests, communicate with you, answer questions, resolve concerns, facilitate use of the Services, facilitate purchases and transactions and payments, to inform and notify you of new products, services, or events (this may be our products, services or events, or our partners, sponsors or other third parties), send you service notifications, and to solicit your feedback and input. We may also use your Personal Information to send you marketing materials, (these may be about our products, services or events, or our partners, sponsors or other third parties) newsletters, or other information related to the Services, and to improve the Services. In addition, we may use your Personal Information to verify your identity, to check your qualifications, optimize or improve our products and services and operations, detect investigate and prevent activities that may violate our policies or be illegal. We or the third party service provider may also add your Personal Information to either of our databases in order to inform you of upcoming events, offers or other information that may be of interest to you. We or a third party service provider may also collect and store your purchase information and associate it with other Personal Information held about you in order to personalize the services and relevant offers.

When Do We Share Personal Information We Collect

Your Consent: We may share or disclose your Personal Information at your direction or with your consent.

Service Providers and Partners: We engage service providers to perform functions and provide core services to us (such as hosting, billing, data, storage security, delivery of products, and reporting services) related to the operation of the Services. We may share your Personal Information with such service providers subject to confidentiality obligations consistent with this Privacy Policy, and on the condition that the third parties use your private personal data only on our behalf and pursuant to our instructions. For example, we may share certain Personal Information we collect with third parties such as providers of data hosting or processing services, payment processors, or other service providers. We may also share your Personal Information and other information with trusted third parties for marketing, advertising, or other commercial purposes, and we may occasionally allow third parties to access certain Services for marketing purposes.

Law and Harm: Notwithstanding anything to the contrary in this Privacy Policy, we may preserve or disclose your Personal Information if we believe that it is reasonably necessary to comply with a law, regulation or legal request; to protect the safety of any person; to address fraud, security or technical issues; or to protect SnowGlobe's rights or property. However, nothing in this Privacy Policy is intended to limit any legal defenses or objections that you may have to a third party's, including a government's, request to disclose your information. Additionally, we may disclose Personal Information in situations that we believe to be emergencies involving potential threats to the physical safety of any person or property if we believe that your information in any way relates to that threat.

Business Transfers: In the event that we are involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your Personal Information may be sold or transferred as part of that transaction. The promises in this Privacy Policy will apply to your information as transferred to the new entity.

Non-Personal Information Collection, Sharing and Use

Links: We may keep track of how you interact with links across our Services, including our email notifications, third-party services, and applications, by redirecting clicks or through other means. We do this to help improve and better understand our Services.

Cookies and Log Data: Like many websites, we use "cookie" technology to collect additional website usage data and to improve our Services, but we do not require cookies for many parts of our Services. A cookie is a small data file that is transferred to your computer's hard disk. We may use cookies to better understand how you interact with our Services, to monitor aggregate usage by our users and web traffic routing on our Services, and to customize and improve our Services. Most Internet browsers automatically accept cookies. If you do not want cookies from us or other websites, you can instruct your browser, by changing its settings, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. However, some Services may not function properly if you disable cookies. Our servers automatically record information ("Log Data") created by your use of the Services. Log Data may include information such as your IP address, browser type, operating system, the referring web page, pages visited, location, your mobile carrier, device and application IDs, search terms, and cookie information. We receive Log Data when you interact with our Services, for example, when you access our Services, or interact with our email notifications. We use Log Data and/or other non-personal information collected through use of the Services to provide our Services, to measure, customize, and improve them, and may use Log Data for any other purpose. SnowGlobe may, from time to time, use third-party services to help us understand the use of our Services, such as Google Analytics. These third-parties may collect information sent by your browser or mobile device, such as cookies, your IP address, or device ID.

We use non-personal information collected through your use of the Services to help improve our Services, to help us understand the use of our Services, to help us better understand how you interact with our Services, to monitor aggregate usage by our users and web traffic routing on our Services, to improve our marketing services, for sales and marketing purposes, to customize our Services, and for other internal purposes. We may also use non-personal information collected through use of the Services for any purpose.

We may share or disclose your non-private, aggregated or otherwise non-personal information, such as the number of users who clicked on a particular link or how many users visit the Site and/or access the Services (even if only one did) with any third party for any purpose.

Location tracking. We may collect data from physical proximity beacons, RFID bracelets, or similar tracking technologies located in or near our venues or events, or (through partnerships with local businesses or entities) in other locations visited by users of our Services. Proximity beacons emit radio signals and detect when a device enters a specific area. RFID bracelets (such as those worn by attendees at our festival and events) each have a unique electromagnetic tag that can be read by a scanner. Through our use of RFID or beacon technologies, we may collect data about your location and other contextual data when you are near a beacon or when your RFID bracelet is scanned. Further, if your device preferences allow us or our Services access to location services, we may collect information about the precise location of your device in or near our festival, programs, and/or other events, including data from each of our or our partners' beacons, wifi access points, or other location services with which you interact.

We typically use this information to send you relevant, targeted advertisements or offers (for example, a discount on food purchases near our event;) to analyze and improve our guests' experience at our events; and to determine which events and services guests visit. We and any third parties enabling these features may store location data and combine it with other information we hold about you, including your customer profile. You may disable your mobile device's communication with location services or proximity beacons by disabling the appropriate network interface (such as wifi or Bluetooth,) modifying your preferences for location services through your OS.

How You Can Access, Edit and/or Remove Your Personal Information

If you are a registered user of our Services, we provide you with tools and account settings to access or modify the profile information you provided to us and associated with your account. You can notify us at any time by contacting us at sghq@snowglobemusicfestival.com that you want to edit, correct or remove (and therefore terminate our storage of) your Personal Information, and upon receipt of that notice, we will remove all information about you from our database, at which point you may no longer be able to access certain features of the Services that require registration unless you re-register.

Our Policy Towards Children

Our Services are not directed to persons under 13. If you become aware that your child has provided us with personal information without your consent, please contact us at sghq@snowglobemusicfestival.com. We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we take steps to remove such information and terminate the child's account unless we receive verifiable parental consent.

Your Privacy Choices

You may opt-out of receiving email communications and other marketing materials from us (or any third party email marketing service we may use) via link provided in each email. Please note, if you do not wish for us to provide certain information to one or more of our service providers, we may be unable to complete a transaction you request.

[You may control or limit information we collect using proximity beacons or other location services and networks by changing your preferences in your device's location services preferences menu, or through your choices regarding the use of Bluetooth, WiFi, and other network interfaces you may use to interact with our Services. However, please note that use of RFID bracelets or other devices may be required in order to attend or participate in certain activities.]

We do not currently maintain any procedures for you to review the information that we collect about you; your only option at this time is to request alteration or deletion of all Personal Information about you in our databases.

Information Security

We restrict access to your Personal Information to SnowGlobe employees, contractors, agents and third party service providers who need to know that information in order to operate, develop or improve the

Services. These individuals and entities are bound by confidentiality obligations. This policy reflects the practices of any third party service providers that collect information that we use and store on our behalf.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

Updates and Changes to this Policy

We may revise this Privacy Policy from time-to-time, without advanced notice to you. The most current version of our Privacy Policy will be posted to this URL. If we make changes to the Privacy Policy that we determine, in our sole discretion, are material, we will notify you either via email, if you have provided one, or by posting a notification on the Site. Once posted, the changes to the Policy will be effective immediately. By continuing to access or use our Services after changes have become effective, you agree to be bound by the terms of the revised Privacy Policy. If you do not agree with our Privacy Policy, please do not use our Services.

How We Respond to "Do Not Track" Requests- California Do Not Track Disclosures

We currently do not respond to Do Not Track signals sent by browsers.

Notice to California Residents

Under California law, California residents who have provided personally identifiable information to a company may have the right to request a list of all third parties to whom that company had disclosed such information for the third parties' direct marketing purposes during the preceding calendar year, along with a list of the categories of personal information that had been so disclosed. If you are a California resident who would like information on how to exercise your rights concerning third party disclosures, you may send an email to us or contact us via postal mail at:

SnowGlobe, LLC
2414 4th Avenue
Los Angeles, CA 90018
Attn: California Privacy Rights Administrator
E-Mail: sgHQ@snowglobemusicfestival.com

The Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at 1625 North Market Blvd., Sacramento, CA 95834, or by telephone at (916) 445-1254 or (800) 952-5210.

Third Party Sites

In some cases, you also may visit third party websites through links on our Services ("Linked Sites") who may collect and use your personal information and other non-personal information. We encourage you to review the policies of any such third parties before disclosing your personal information, as we have no control over, and are not liable for, their privacy practices.

Foreign Users

If you are outside the United States, by using the Services, you are consenting to having your Personal Information transferred to the United States.

LIMITATION OF LIABILITY

By providing us with any Personal Information you expressly and unconditionally release and hold harmless SnowGlobe, its parents, subsidiaries, affiliates, related companies and their respective shareholders, owners, members, directors, officers, managers, employees and agents (collectively, the "Releasees") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your collected Personal Information. In addition, we cannot be held liable for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your Personal Information by any third parties who receive your Personal Information. We make no representations or warranty regarding any third-party's use, collection or disclosure of your Personal Information.

Contacting Us

If you have any questions, concerns or comments about this Privacy Policy or the treatment of your Personal Information please email us at sghq@snowglobemusicfestival.com