

## SBH EVENTS LIMITED PRIVACY & COOKIES POLICY

### 1. INTRODUCTION

- 1.1 Thanks for visiting Snowbombing via whichever means including our website or mobile application (we'll refer to them collectively as our "**Platform** for short) brought to you by SBH Events Limited ("**we**", "**us**" or "**our**").
- 1.2 This Privacy & Cookies Policy (we'll refer to it as the "**Privacy Policy**") sets out important information about the ways in which we collect and use your information when you browse or engage with the Platform, purchase tickets to the events that we organise (the "**Events**"), purchase or engage with other goods and/or services that we offer, or otherwise interact with us.
- 1.3 In this Privacy Policy when we refer to "**you**" and "**your**" we mean you, the person visiting or using the Platform or attending an Event or otherwise interacting with us.
- 1.4 You must be the age of 18 or over to purchase tickets to our Events. Our Events and Platforms are not meant for persons under the age of 18. If you are a parent or legal guardian and believe your child has given us information, please contact us.
- 1.5 You acknowledge and accept that however you engage with us we will collect and use your information in accordance with this Privacy Policy.

### 2. ABOUT US

- 2.1 We are SBH Events Limited a company incorporated in England and Wales. Our company number is 04617545. Our registered address is 30 Leicester Square, London, WC2H 7LA.
- 2.2 We are a member of the Global Media and Entertainment Limited group of companies. That group also includes The Hideout Festival LLP (in respect of Hideout), Electric Elephant Limited (in respect of Electric Elephant), Truck Festivals UK Limited (in respect of Truck), Waxarch Limited (in respect of Field Day), Rewind Festival Limited (in respect of Rewind), Lakeside Creatives Limited (in respect of Kendal Calling), Y Not Festivals UK Limited (in respect of Y Not), Boardmasters Limited (in respect of Boardmasters), Victorious Festivals Limited (in respect of Victorious), FN6 Limited (in respect of Festival No. 6), Lock 'N' Load Events Limited (in respect of South West Four or 'SW4'), Industrial Curation Limited (in respect of Printworks London) and Standon Calling Limited (in respect of Standon Calling).
- 2.3 If you have any questions or would like to contact us about this Privacy Policy, please do so at the following:

**Address:** 30 Leicester Square, London WC2H 7LA (Attn: General Counsel)

**Email:** [privacy@global.com](mailto:privacy@global.com)

### 3. INFORMATION WE MAY COLLECT ABOUT YOU

#### 3.1 Information you provide to us

We'll collect any information that you might provide to us. For example:

### **Newsletters**

- 3.1.1 We will collect your name and contact details if you register for one of our newsletters or register to receive any advance information about our Events or services.

### **Purchases**

- 3.1.2 If you make a purchase with us (whether for an Event ticket, Event package or any other goods and/or services that we might make available) we will collect any information necessary to facilitate and provide you with your purchase. For example:

- (a) we will typically collect your name, age, email address, account password, date of birth, guardian details if applicable, emergency contact details and payment details in order to process your Event ticket purchase and deliver your ticket and if applicable your RFID bracelet to you;
- (b) if applicable, we will collect information about any access requirements you may have to an Event;
- (c) in certain circumstances we will ask for proof of identity and age (such as a drivers licence and/or passport) if necessary for verifying your age for entry to an Event or for fraud prevention and detection purposes; and
- (d) we will if applicable, collect additional information specifically relevant to the goods and/or services that you are purchasing. For example: if you purchase a Park & Ride ticket we may ask for your vehicle registration number to manage vehicles at our Events; if you purchase a glamping experience we may require your credit card details for your damage deposit.

### **Promotions**

- 3.1.3 From time to time we might invite you to participate in competitions, promotions or surveys. We will collect any information necessary to enable you to participate and to deliver your prize (such as your name, age and email address) and also any information that you submit to us in connection with your promotion entry and/or survey response.

### **Health and welfare**

- 3.1.4 Should you visit one of our health and welfare tents or facilities at one of our Events you may provide us with certain health and/or medical information in connection with the services sought. In some circumstances these services will be managed by a third party at the Event and not us, in which case we won't have control or visibility of the information you provide and this Privacy Policy won't apply. You won't be asked for this information unless you seek these services.

## 3.2 Information we collect from you

### Correspondence

- 3.2.1 We will collect any information contained in any correspondence between us. For example, if you contact us via the live chat functionality on our Platform, through one of our online forms, via our social media channels, by telephone or email we may record a copy of that correspondence.

### IP address and device information

- 3.2.2 We will collect certain technical information about your device visits to our Platform and how you use it. This may include your IP address, geographical location, device information such as your IMEI number, the MAC address of the Device's wireless network interface), browser type, referral source, length of visit, operating system, number of page views and similar information. This information may be collected by a third party analytics service provider on our behalf and/or may be collected using cookies. For more information on cookies please refer to paragraph 6 below.

### RFID or other information

- 3.2.3 If RFID bracelets (or other similar technologies) are used at an Event we will collect certain information about your interactions at and engagement with the applicable Event and partners. For example, we will collect information about which stands, tents or sponsors you visited and what purchases you made at the Event.

## 3.3 Information we get from third parties

### Ticket agents and service providers

- 3.3.1 We will collect information about you from third parties that we work closely with for the purposes of delivering to you the services that you request from us. For example, we might work with a third party ticket agent who will sell you an Event ticket. In such circumstances they may provide us with your details for the purposes of facilitating your access to an Event, delivering you with your ticket or providing you with ancillary services that we provide. We might also engage third parties to manage our payment systems and/or Platform; these entities might collect information directly from you on our behalf.

### Other third parties

- 3.3.2 We may receive information about you from third parties where you have consented to that third party sharing your information with us for specific purposes (such as marketing). For example we might receive your name and email address from other festival entities within our group or our Event sponsors if you have indicated to that entity that you would like to hear more from us about our Events, goods and services.

## 4. HOW WE USE INFORMATION ABOUT YOU

- 4.1 We may use your information for the following purposes:

- 4.1.1 to provide you with any goods, services and information that you have requested from us, such as an Event ticket;

- 4.1.2 to manage your entry to our Events, including age and identification verification;
- 4.1.3 if you have:
  - (a) purchased tickets to an Event or other goods and/or services from us, to contact you by email, phone, sms text and/or via social media, with information about the Event and/or purchase, provided that you haven't opted out of receiving such marketing communications; and/or,
  - (b) purchased tickets to an Event or other goods and/or services from us, with information by email, phone, sms text and/or via social media, relating to other festivals and live music events within the Global Media and Entertainment group, provided that you haven't opted out of receiving such marketing communications; and/or,
  - (c) not made a purchase with us, to contact you by email, phone, sms text and/or via social media with information about the Event and our goods and services only if you have asked to receive such information;
- 4.1.4 where you give us your consent, to share your information with specified third parties, to enable them to contact you with information about goods or services that may interest you;
- 4.1.5 to provide you with customer service and support, deal with enquiries or notify you of changes to our Events, our Platform or other services;
- 4.1.6 where we have entered your contact details on our Platform to purchase our Events but have not completed your purchase, we may contact you by phone to ask you if you need assistance with your booking;
- 4.1.7 to improve and update our Platform and to ensure that content from our Platform is presented in the most effective and optimal manner;
- 4.1.8 to carry out aggregated and anonymised research about general engagement with our Events, Platform and other goods and services;
- 4.1.9 to enable us to monitor access to and attendance at our Events for health, safety and security purposes; and
- 4.1.10 to enable us to enforce our legal rights, and/or to protect the rights, property or safety of our employees and/or other third parties.

## 5. **WHO WE MIGHT SHARE YOUR INFORMATION WITH**

- 5.1 We may share your personal information with:
  - 5.1.1 any selected third party that we work with, where necessary for the purposes of delivering our Events and/or goods and services that you request from us. For example, when you register to attend an event that we host, we may need to share your information with third party sub-contractors, service providers that help us to put on the Events;
  - 5.1.2 with other festival and live music event organisers within the Global Media & Entertainment group if you have purchased tickets to an Event or other goods and/or services from us and you haven't opted out of receiving marketing communications;

- 5.1.3 any other third party that you consent to our sharing your information with for marketing purposes;
- 5.1.4 in an anonymised and aggregated form, advertisers and advertising networks for the purposes of their serving relevant adverts to you and others. For example, we might provide information that 500 men aged under 30 have clicked on their advertisement on any given day;
- 5.1.5 in the event that we sell or buy any business or assets, in which case we may disclose this information to the prospective seller or buyer of such business or assets; and
- 5.1.6 any other third parties where necessary to enable us to enforce our legal rights, or to protect the rights, property or safety of our employees or third parties, or where such disclosure may be permitted or required by law.

## 6. COOKIES

- 6.1 We use cookies to ensure that you get the most out of our Platform. Cookies are small amounts of information in the form of text files which we store on the device you use to access the Platform. Cookies allow us to monitor your use of the software and simplify your use of the Platform. For example, a temporary cookie is also used to keep track of your "session". Without that temporary cookie (which is not stored after you quit your browser) you would have to log on every time you access a new page.
- 6.2 If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the "Help" section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your Internet browser to reject cookies, you may not be able to access all of the functions of the Platform and your experience may be less satisfying without using cookies.
- 6.3 The names of the cookies used by the Platform and the purposes for which these cookies are used are set out in the table below:

Cookie Name	Purpose	Type	Duration
Facebook Pixel	Build, Advertising Audiences	Third Party	Persistent
Google Analytics	Analytics Tracking	Third Party	Persistent
Google Remarketing	Build, Advertising Audiences	Third Party	Persistent

## 7. THIRD PARTY CONTENT, SITES AND CONTRIBUTORS

- 7.1 Our Platform may contain content and links to other sites that are operated by third parties that may also operate cookies. We don't control these third party sites or cookies and this Privacy Policy does not apply to them. Please consult the terms and conditions and Privacy Policy of the relevant third party site to find out how that site collects and uses your information and to establish whether and for what purpose they use cookies.

## **8. HOW WE LOOK AFTER YOUR INFORMATION AND HOW LONG WE KEEP IT FOR**

8.1 We use appropriate technological and operational security measures to protect your information against any unauthorised access to or unlawful use. However transmission of information over the internet can be insecure, and although we employ measures to protect your information from unauthorised access, you acknowledge that we cannot always guarantee the security of information sent over the internet.

8.2 We will retain your information for as long as is necessary to provide you with the services that you have requested from us, to enforce or defend our legal rights, or for as long as the law otherwise permits.

## **9. WHERE WE STORE YOUR INFORMATION**

9.1 We may transfer your information to a territory based outside of the European Economic Area. If we do, we'll ensure that your information is protected in accordance with our obligations under data protection laws either by transferring your information to a territory approved by the Commission or by relying on an appropriate contract.

## **10. YOUR RIGHTS TO THE INFORMATION WE HOLD ABOUT YOU**

10.1 You have certain rights in respect of the information that we hold about you, including:

10.1.1 the right to ask us not to process your personal data for marketing purposes;  
and

10.1.2 the right to request access to the information that we hold about you.

10.2 You may exercise your rights above by contacting us using the details in paragraph 2 of this Privacy Policy, or in the case of preventing processing for marketing activities also by checking certain boxes on forms that we use to collect your information to tell us that you don't want to be involved in marketing.

## **11. CHANGES TO THIS PRIVACY POLICY**

11.1 We may make changes to this Privacy Policy from time to time. We will post any changes to our Platform, or notify you of any material changes by e-mail. Any changes will come into effect the next time you engage with us after the changes have been notified.