

## PRIVACY POLICY

**YOUR DATA. YOUR TRUST.**

### OUR COMMITMENT TO YOU

You are at the heart of everything we do. Therefore, we need to know you better in order to provide you with what will suit you. Meanwhile, our goal is to maintain your trust and confidence by handling your personal information with respect and putting you in control.

It's important that you acknowledge what personal information collected about you by The Arena Kuwait (known here as "we", "us", "our" and shall include its managers, directors, employees, affiliates or other representatives), and how we use it through our privacy practices. We've done our best to make our explanations short and easy to understand. But, if you'd like further information, or have any questions, please contact us at using the details in the 'Contact' section below.

If we ever make any major changes to our privacy practices, we'll let you know. If necessary, we'll also ask for your permission.

## PRIVACY POLICY

Our Privacy Policy (the "Policy") has been designed with you in mind. How the Policy applies to you will depend on the way in which you interact with us. For example, if you:

1. purchase a ticket to one of our events, we will use the information you provide us to fulfil our obligations to you in delivering that service and, where you've told us to, keep you up to date about other events that may be of interest to you; and
2. when you browse our websites or mobile applications, we use cookies to tailor your experience and hopefully provide you with a seamless experience.

Your choices and rights under each scenario are explained in more detail below.



The Policy, as well as any action from your side related to our websites, applications or otherwise with your attendance to The Arena Kuwait, is subject to and governed by the laws of the State of Kuwait. Any dispute regarding the Policy or the handling of your Personal Information (as defined hereinafter) will be subject to the exclusive jurisdiction of the Courts of Kuwait.

The Policy is effective from January 1, 2022 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

### **What information we have and where we collect it from**

We collect and store different types of information about you when you create an account, buy tickets, contact us, and use our websites, apps, and social media.

### **How we use your information**

We collect and use your information for lots of reasons such as helping you get into the shows you love, sharing news, for marketing and as otherwise required by law.

### **Who we share information with**

We may share your information with the Event Partner(s) - such as the artist, promoter, record label, team or venue) - as well as other third parties associated with the service provided.

### **Your choices and rights**

Among other rights, you can choose whether to receive marketing from us. You also have the right to access the information we have about you.

### **How we look after your information**

We're always taking steps to make sure your information is protected and to delete it securely when we no longer need it.

### **Questions and feedback**

If you have any questions or feedback about this notice, or how we handle your information, get in touch with us.

## What Information We Have and Where We collect It from

- When you create an account or purchase a product or service from us (such as a ticket, or merchandise), we will collect your 'Personal Information' which includes your name, gender, date of birth, contact details such as phone numbers, address, email address, health information, preferences and interests, and billing information and ticket purchase information and pattern, such as number of tickets bought and seat number(s) and other such personal information relevant to the provision of our services to you and limited thereof.
- When you purchase tickets to one of our events at the Arena Kuwait, or an event for which we are a promoter or a co-promoter, we will receive some of your Personal Information from ticket agents used to sell tickets for our promoted and co-promoted events, or the venues we hire to put on the event.
- When you attend one of our events, we may collect some of your Personal Information via (i) video surveillance cameras (we use signs where such cameras are used), (ii) from our free WIFI (if you register to use it) and, if available, via cashless payment wristbands which can be used to access events and to make purchases onsite at the event.
- When you use our websites or apps, we collect information such as the browser and device you're using, your IP address, your location, the site you came from, what you did and didn't use our site/app for, or the site you visit when you leave us. For more information on how we collect this information, see our [Cookie Policy](#).
- When you use a social media feature within our website or apps, and you post to social media platforms, the social media site will provide us with some Personal Information about you.
- If you have accessibility requirements, we want to make sure you have the best experience when attending events. To do this, we need to collect details of your requirements (which may involve you providing information about your mental or physical health).
- In the instances where we collect Personal Information from a person under the age of 21 the parental consent should be considered given prior to such disclosure with our commitment that we will only ever collect such information for the purposes specified when we collect it.

## How We Use Your Information and Why

This section explains how we use your information and the legal basis on which we use it.

### 1. For the performance of our contract with you

We use your information when you enter in a contract with us (for example to buy merchandise or a ticket) so we can:

- process your order
- take payment, and
- provide you with specified service and customer support

### 2. For our legitimate business interests

- To conduct market research and analysis which helps improve and customize our products and services.
- For our marketing purposes.
- To send you customer service emails including booking confirmations and event reminders.
- To prevent or detect unlawful behavior, to protect or enforce our legal rights or as otherwise permitted by law. For example, making sure tickets get into the hands of real fans. As such, we may use your information to prevent ticket touting, misuse of our intellectual property (e.g., our or our Event Partner's brands), fraud, or other crimes.
- To create a profile about you to help us personalize our services to you. For example, if you purchase tickets to pop events and you have consented to our marketing, we will inform you about other pop events we think you might be interested in.
- use as otherwise required or permitted by law such as but not limited to keeping health and safety records, details of purchases or ensuring banned spectators are not given access to our venues.

We will not sell, rent, distribute or otherwise make Personal Information commercially available to any third party, except as described above, or except with your prior permission.

## Where you've given your consent

- To contact you with information or offers regarding our upcoming events, products or services – this may be via email, via push and web notifications, via SMS, or social media platforms. You can change your marketing preferences at any time, see “Your choices and rights” section below.
- When and if available, to provide you with location-based services – like through our festival apps which allow you to see yourself on the map so we can use your location to send you push notifications about what's going on around you.
- When and if available, to conduct crowd management analytics – some of our apps use crowd management software so we can see how many people are at a particular stage, or when the busiest times at the bars are. This helps us more efficiently allocate our resources. We turn this on shortly before the festival or event and turn it off shortly after so we're not tracking devices when we don't need to.
- To deliver tailored advertising and marketing communications on our websites and apps (see our [Cookie Policy](#) for more information).
- To process your health data to meet your accessibility requirements, where specifically required and explicit consent is provided.

## Who We Share Your Data With and Why

- Within The Arena Kuwait, key business partners and companies who provide services for us such as marketing, profiling, reporting and technical support.
- Our third-party service providers (sometimes known as data processors) such as cloud computing providers who provide the IT infrastructure on which our products and systems are built.
- should you subscribe to the mailing list, you acknowledge that we use MailChimp for data collection. For comprehensive terms & conditions for the use of MailChimp, please click < here > to visit MailChimp's policy.
- Our co-promoters or event partners that organize or provide the specific services at an event (in accordance with their privacy policy).

- Third parties who provide goods and services purchased by you (e.g. merchandise) so that they can process and fulfil your orders.
- Government agencies or other authorized bodies where permitted or required by law.
- Any successor to all or part of our business.

Beside the governmental agencies and entities permitted or required by law, all the above are subject to strict confidentiality obligations, which means that they are authorized only to use the Personal Information in order to provide the services or to perform the functions required by us.

## **International transfers of your Personal Information**

Your Personal Information may be transferred to, and processed in, a location outside of the State of Kuwait and your Personal Information may also be processed by third-party data processors assisting with the provisions of our services to you.

Some countries outside the State of Kuwait do not have laws that protect your privacy rights as extensively as those within the State of Kuwait. However, if we do transfer your Personal Information to other territories, we will put in place reasonable appropriate safeguards to endeavor to ensure that your personal data are properly protected and processed only in accordance with this Policy. However, we cannot guarantee that we can provide you with more information about these safeguards we put in place.

## **Your Choices and Rights**

### **Your choices**

By continuing to use the Website and by providing any Personal Information (including any sensitive Personal Information) to us via any means (whether through the Website and/or the email addresses and/or any other contact mechanisms), you acknowledge that you have read and unconditionally accept this Privacy Policy and you consent to our use of your Personal Information in accordance with this policy and to the transfer of Personal Information to third parties as described above. Please do not provide us with the Personal Information if you do not want that information to be used by us in the manner set out in this Privacy Policy or you do not consent to transfer of this information to third parties.

Where you have given us your consent, you can withdraw it by doing the following.

- To stop receiving our marketing you can change your preferences within your account, follow the unsubscribe instructions in any of the emails we send you or contact us and we will do it for you.
- To opt out of the use of cookies and tracking tools, please see our [Cookie Policy](#). To opt out of location tracking and push notifications, you can change the settings on your device or keep your location off. To stop web push notifications, you will need to use your browser settings.
- To object to personalization, you can change your preferences within your account. If this option is not available, you can contact us, and we will do it for you

## Your Rights

You also have rights over how your Personal Information is used including:

- The right to object to our processing of your data.
- The right to request that your information be erased or restricted from further use.
- The right to request a copy of the information we hold about you.
- The right to correct, amend or update information you have given us (where you have an account with us you can also do this by logging in and updating your information).

Please note that whilst we will carefully assess every request we receive; your rights may differ according to your place of residence and we may not always have to comply. When this happens, we will explain why.

## 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.



The security of your Personal Information is important for us. but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot be held responsible for any unauthorized access by third parties and cannot guarantee that the Personal Information provided by you or that is transmitted via online means is totally secure and safe.

We reserve the right to update or change our Privacy Policy from time to time to reflect any changes to our use of your Personal Information or as required to comply with changes in applicable law or regulatory requirements.

Where it is practicable, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website of any material changes to this Privacy Policy. However, we encourage you to review check this Privacy Policy periodically to be informed of any changes or update.

### **How long will we retain your Personal Information?**

Where we process Personal Information in connection with your registration to use our website, we do this for as long as you are an active user of our website and for two years after this.

Where we process Personal Information for marketing purposes or with your consent, we process the data until you ask us to stop and for a short period after this (to allow us to implement your requests). We also keep a record of the fact that you have asked us not to send you direct marketing or to process your data indefinitely so that we can respect your request in future.

Where we process Personal Information in connection with performing a contract or for a competition, we keep the data for 7 years from your last interaction with us or from when the contract ends.





Where we process CCTV footage, it will be in full compliance with the requirement of the law.

Where we process Personal Information to meet legal requirements, we hold this for as long as the law requires.

Where your Personal Information are held on our systems, then at the end of the retention periods set out above, we will not delete these information for another 3 months – your data will be held in an inactive form for this time to ensure that any consequential links across our systems remain intact in the event that your Personal Information are removed in a particular location.

## **CONTACT US**

If you have any questions about the above, or our approach to privacy, please contact us at [wecanhelp@thearenakuwait.com](mailto:wecanhelp@thearenakuwait.com)