



## **PRIVACY POLICY**

**LAST MODIFIED:**

**April 1<sup>st</sup> 2025**

Venu Holding Corporation (“Venu,” “us,” “we” or “our”) has created this Privacy Policy (“Policy”) in compliance with applicable laws and in order to demonstrate our firm commitment to privacy of your information. This Policy describes how Venu collects, uses, discloses, transfers, stores, retains or otherwise processes your information when you (whether in your individual or business capacity) access or use, in any manner, any of our content, products, services or related activities (collectively “Services”), including through our Internet domains owned or operated by Venu, which include, but are not limited to [venu.live](https://venu.live) (our “Site”).

When we refer to “you” or “your,” we mean the person about whom we collect personal information or data. If the person accessing the Site or engaging with our Services does so on behalf of, or for the purposes of, another person, including a business or other organization, “you” or “your” also means that other person, including a business organization, if applicable.

Please read this Policy carefully. Our Policy includes:

1. [General Disclosures](#)
2. [What Information We Collect And Disclose And For What Purposes](#)
3. [Personal Information Relating To Children](#)
4. [How Long We Retain Your Information](#)
5. [Marketing And Promotional Communications](#)
6. [Integrations And Links To Other Sites](#)
7. [Security](#)
8. [Your Data Rights](#)
9. [How To Submit A Request](#)
10. [How We Process Data Rights Requests](#)
11. [Changes To This Privacy Policy](#)
12. [Contact Us](#)

## 1. GENERAL DISCLOSURES

Our data centers and Site are hosted in the United States. If you are visiting this Site from outside of the United States, please note that by providing us your information it is being stored or processed in the United States where our data center and servers are located and operated. The United States may not have privacy laws that are as strong or comprehensive as the privacy laws in your own country. If you are outside the United States and do not wish to allow the collection and storage of your personal information within the United States, you should not use this Site and you should opt-out of the collection of cookies by following the guidelines in our section titled [How To Opt-Out Of Tracking And Restrict Cookies](#). For more information about how we utilize cookies, view our [Cookies Policy](#).

This Policy applies only to Venu's Site and Services, and not to other companies' or organizations' websites, mobile applications and services to which we link. We are not responsible for the privacy practices of other businesses or the content of other websites, including any websites that may indicate a special relationship or partnership with us (such as co-branded pages or "in cooperation with" relationships). To ensure protection of your privacy, always review the privacy policy of the companies with whom you engage.

For example, there may be situations where a third party for an event organizer requires the collection of your health information (such as infectious disease test results). Venu has no control and is not responsible for the data collection, processing and disclosure practices of that third party. Please refer to their privacy policy and terms to understand how your data was collected and used before providing them your information.

## 2. WHAT INFORMATION WE COLLECT AND DISCLOSE AND FOR WHAT PURPOSES

In the course of performing our Services, we collect a variety of different kinds of personal information from a variety of different individuals. What information we collect and the purposes for which it is collected will depend on the context of our activities or the Service that is being performed. Therefore, just because this Policy lists a particular data collection practice does not mean that we have necessarily collected that data from you. Instead, please review the applicable disclosures below to learn about how we may have collected personal information from you depending on how you have interacted with us.

**When you visit or use our Site**, we may collect your:

- Online identifier information, such as your internet protocol (IP) address and other unique identifiers (like cookies).
- Geolocation information.
- Internet activity information, such as the sub-pages you look at, how you interact with our Site, what website you came from and what website you visited after ours.
- Device information, such as your operating system, browser and other technology on the devices that you use to access the Site.

We collect this information in order to:

- Provide you with access to the Site.
- Secure our networks, systems and databases against external threats.

- Perform general Site analytics and monitor Site usage.
- Develop, maintain and enhance our Sites.
- Market and advertise our Services.

We may disclose this information to:

- Our service providers (e.g., our marketing services vendors, security monitoring providers, data analytics providers and our database and hosting vendors).
- Our marketing and advertising partners.

**If you enter information into forms on our Site**, we may collect your (depending on the information you chose to provide):

- Identifier information, such as your full name.
- Contact information, such as your phone number and e-mail.

We collect this information in order to:

- Contact you with information about our Services and provide you with investment information.
- Develop, maintain and enhance our Services.
- Perform general form analytics and monitor form usage.
- Market our Services.

We may disclose this information to our:

- Our service providers (e.g., our marketing services vendors, database and data hosting provider, data analytics providers, security monitoring providers and our communication (e-mail, phone and paper) messaging vendors).
- Our marketing and advertising partners.

**When you engage with our Services**, we may collect your:

- Identifier, contact and billing information, such as your name, street address, zip code, email, phone number and credit card number.
- Demographic information, such as your age range, race, or gender, or information about events you like or products you buy. We might collect this as part of a survey, for example.
- Accessibility information, such as your health requirements if you have accessibility requirements when attending events.
- Videos and images of you. We may collect personal information on incidents and accidents that occur in our venues that may include the use of closed-circuit television video (CCTV), video taken from security cameras, photographs and pertinent personal information regarding accidents/injuries that may have occurred at the venue(s).

- Information used for health/safety purposes. We may collect information from ticket purchasers and attendees for compliance purposes related to infectious diseases to the extent required under applicable law. This information may include names, contact details, seat locations, along with entry and exit times.

We collect this information in order to:

- Process your orders with us and provide you with customer support. This includes sending you emails about your account or a ticket purchase. We might also contact you about this Policy or our Site's terms of use.
- Respond to your requests or questions. For example, we might use your information to confirm your registration for an event or provide you with customer support.
- To perform analytics and improve our Services. This includes performing analytics and gathering metrics about how our Services perform and are used in order to make our Site and Services better. We may combine information we get from you with information about you we get from third parties.
- Secure our venues and business. We use your information to protect our company, our venues, our customers, and our Site. This includes to detect or prevent unlawful behavior.
- Ensure health/safety of our customers and event attendees. We use your information to provide and ensure security at our events as well as for infectious disease reporting and tracking. Any information required to be collected for purposes of compliance with applicable health and safety requirements will only be used in furtherance of those goals.
- Market our Services. For example, we might send you information about special promotions or offers. We might also tell you about new features or Services.
- For other purposes that we may otherwise disclose to you.

We may disclose this information to:

- Our service providers (e.g., our marketing services vendors, database and data hosting provider, data analytics providers, security monitoring providers, payment processors, and our communication (e-mail, phone and mail) messaging vendors).
- Event artists, promoters, sponsors and venue operators.
- Ticket buyers or sellers for order fulfillment purposes if you buy or sell tickets or with a third party who provides you with ticket insurance or merchandise.

**As provided to us by third-parties**, we may collect your:

- Social media information and related content, including information you post on third-party social media websites.

We collect this information in order to:

- To perform analytics and research our Services. This includes performing analytics and gathering information about how our Services perform.

- Market our Services to you.

We may disclose this information to our:

- Our service providers (e.g., our marketing services vendors, database and data hosting provider, data analytics providers and our communication (e-mail, phone and mail) messaging vendors).

**In the course of our business we may also disclose any or all of your personal information to external entities under the circumstances described below.** Therefore, we may disclose your personal information:

- To our auditors. We may be subject to audits from a number of entities as well as due to our own internal auditing policies. In order to accomplish an effective audit, we must provide information, which may include your personal information, to external auditors. We always ensure that your information is safely disclosed and stored and that auditors can only use your information for the purposes of completing an audit.
- To our affiliates. This may include other Venu-owned or operated venues, for example.
- To individuals or entities you authorize. We may disclose your personal information to individuals or entities at your direction.
- In corporate transactions. We may share all or part of your personal information with other entities in connection with the sale, assignment, merger or other transfer of all or a portion of our organization or assets to such entities (including due to a sale in connection with a bankruptcy).
- For legal purposes. We may disclose all or part of your personal information to courts, litigants, regulators, arbitrators, administrative bodies or law enforcement when we have reason to believe that disclosing this information is necessary to resolve actual or suspected claims. We may also disclose your personal information in order to identify, contact or bring legal action against someone who may be violating any agreement with us, or may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of the Site, or anyone else that could be harmed by such activities. We may disclose information in response to a subpoena, search warrant, in connection with judicial proceedings, or pursuant to court orders, legal process or other law enforcement measures.

**Deidentified and Aggregated Information.** We may process your personal information into aggregated, anonymized or de-identified form for any purpose. Aggregated, anonymized or de-identified information is information that can no longer reasonably identify a specific individual and is no longer “personal information.”

### **3. PERSONAL INFORMATION RELATING TO CHILDREN**

The Children’s Online Privacy and Protection Act (COPPA) regulates online collection of information from persons under the age of 13. It is our policy to refrain from knowingly collecting or maintaining personal information relating to any person under the age of 16. Therefore, if you are under the age of 16, please do not supply any personal information through the Site. If you are under the age of 16 and have already provided personal information through the Site, please have your parent or guardian contact us immediately using the information provided under [Contact Us](#) so that we can remove such information from our files. Please delete all Venu related cookies and restrict further collection of cookies using the methods outlined in the section [How To Opt-Out Of Tracking And Restrict Cookies](#) in our [Cookies Policy](#).

#### **4. HOW LONG WE RETAIN YOUR INFORMATION**

We may retain your personal information for a period of time that is consistent for us to perform our Services, as well as to comply with applicable law, applicable statute of limitations and our data retention practices. We may also retain your personal information as we believe is reasonably necessary to comply with legal process or governmental request, to detect or prevent fraud, to collect fees owed, to resolve disputes, to address problems, to assist with investigations, to enforce other applicable agreements or policies or to take any other actions consistent with applicable law. Cookies are stored on your own device. You can find out more information about the retention of cookies in our [Cookie Policy](#).

#### **5. MARKETING AND PROMOTIONAL COMMUNICATIONS**

You may opt-out of receiving marketing and promotional messages from us, if those messages are powered by us, by following the instructions in those messages. If you decide to opt-out, you will still receive non-promotional communications that are necessary in the performance of our Services.

#### **6. INTEGRATIONS AND LINKS TO OTHER SITES**

This Policy applies only to our Site, and not to other companies' or organizations' websites to which we link from our Site. Venu is not responsible for the privacy practices or the content of such websites or organizations, including any websites that may indicate a special relationship or partnership with us (such as co-branded pages or "powered by" or "in cooperation with" relationships). Other linked websites may collect personal information from you that is not subject to our control. To ensure protection of your privacy, always review the privacy policy of the websites you may visit.

#### **7. SECURITY**

We take reasonable measures, including administrative, technical, and physical safeguards, to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We hold information about you at our own premises and with the assistance of service providers. Further public disclosure here of our security measures could aid those who might attempt to circumvent those security measures. If you have additional questions regarding security, please contact us directly using the information provided under [Contact Us](#).

#### **8. YOUR DATA RIGHTS**

There are a number of U.S. states that provide specific consumer rights to residents of those jurisdictions regarding personal information. This section of the Policy describes the rights available to those individuals who are entitled to them for the U.S. states where we operate as a business.

##### **What Data Rights Do You Have?**

If you are a consumer living in Colorado or Texas, you have the following rights with regards to your personal information. These rights are explained in further detail below:

- **Right to Confirmation and Access.** You may have the right to confirm whether or not Venu is processing your personal information and to access such personal information. The general categories of personal information that we collect, process and disclose are listed above under the section: [What Information We Collect And Disclose And For What Purposes](#).

- **Right to Correct.** You may have the right to request that Venu correct inaccurate personal information that we maintain about you, taking into account the nature of the personal information and the purposes of the processing of the personal information.
- **Right to Delete.** You may have the right to request that Venu delete the personal information that Venu maintains about you.
- **Right to Portability.** You may have the right to request to receive your personal information in a portable and readily usable format, to the extent technically feasible.
- **Right to Opt-Out of Sale/Targeted Advertising.** You may have the right to request to opt out of a “sale” of your personal information or processing of your personal information for purposes of targeted advertising (if any). “Targeted advertising” generally means displaying advertisements where the advertisement is selected based on personal information obtained from your activities over time and across websites or online applications to predict your preferences or interests.

We do not “sell” your personal information but we may provide your online browsing information to third parties for “targeted advertising” purposes. If you would like to opt-out of this use of your online browsing information, please review the section titled [How To Opt-Out Of Tracking And Restrict Cookies](#).

- **Right to Opt-Out of Profiling.** You may have the right to request to opt out of automated profiling using your personal information that produces legal or similarly significant effects concerning you (if any). Applicable state laws allow you to opt out of the application of automated profiling when it relates to substantive decision making, such as denial of financial or lending services, housing, insurance, education enrollment or opportunity, criminal justice, employment opportunities, health-care services, or access to essential goods or services. However, we do not profile individuals in a manner that produces legal or similarly significant effects on those individuals.

## 9. HOW TO SUBMIT A REQUEST

You can submit your request to exercise your data rights through the below:

- **E-mailing** us at [info@venu.live](mailto:info@venu.live), or
- **Opting Out** of targeted advertising: [How To Opt-Out Of Tracking And Restrict Cookies](#).

## 10. HOW WE PROCESS DATA RIGHTS REQUESTS

Once we receive your request to exercise a right, we will confirm receipt and begin to evaluate, and if appropriate, process the request. Please note that:

- We may require that you provide additional information to confirm your identity, including providing us with at least two or more pieces of personal information to match against personal information that we currently maintain about you. We reserve the right to reject your request if we are unable to verify your identity to a sufficiently high level of certainty. The information you provide to verify your identity will only be used for verification purposes, and a record of your

request, including certain information contained within it, will be maintained by Venu for our files.

- To authenticate any request to correct personal information, you may be required to provide authentication information.
- Certain laws or other legal requirements might prevent some personal information from being disclosed or deleted.

If you fail or refuse to provide the necessary information, we may not be able to process your request.

If we reject a request for any reason, we will inform you of the basis of the rejection. Not all individuals about whom we possess information will have access to these rights and we may not be able to provide these rights to everyone due to legal and jurisdictional limitations. We may not be able to comply with your request for a number of reasons, including:

- you do not live in a state that grants you the specific right that you have requested;
- the information that you've requested is not subject to the regulation that grants you the right to make a request in relation to your personal information;
- we are prevented or exempted by law, regulation or rule from complying with your request;
- we are not the owner or controller of the data about which you are requesting;
- we do not maintain your personal information in a manner that is connected to your identity;
- we are not able to comply with your request without incurring disproportionate burden or expense; or
- if complying with your request conflicts our proper and reasonable ability to administer our sites, to administer our business and related relationships or to establish, defend or administer legal claims.

If any of the above reasons apply, we will let you know in our response to your request.

### **Submitting A Request Through Browser Controls Or An Authorized Agent**

Some states allow you to designate an authorized agent to make a request on your behalf. An authorized agent should make a request through the same mechanisms that are available to individuals as described in this Policy. The request should clearly identify that the request is being made by an authorized agent and must include evidence of authorization. If we receive a request from an individual or an entity purporting to make the request on behalf of another individual, we can only comply with the request if we are allowed by applicable state law and able to sufficiently authenticate both the identity of the individual as well as the authorized agent's authority to act on that individual's behalf.

### **Appeals And Complaints**

If you disagree with our decision to reject your request or with any portion of our response, you have the right to appeal within a reasonable period of time. If you wish to appeal, please clearly and plainly describe your basis of disagreement with our decision by responding through the same means by which we communicated our refusal or by submitting your appeal through the information provided under [Contact Us](#). We will review your appeal and either change our decision or reject your appeal, and in either case, we will provide a written explanation of the reason for the decision. This decision will be final.



However, if you still disagree with our decision, you have the right to submit a complaint to your attorney general of your state of residence. Your attorney general may have an online portal with details regarding how to submit complaints:

- If you are a resident of Colorado, the Colorado Attorney General can be contacted through the means described [here](#).
- If you are a resident of Texas, the Texas Attorney General can be contacted through the means described [here](#).

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

We may amend this Policy at any time by posting an updated version to our Site. Please periodically check this Policy for updates. The effective date of this Policy is described at the top.

## **12. CONTACT US**

To submit questions, you can contact us by e-mailing us directly at [info@venu.live](mailto:info@venu.live).

# COOKIES POLICY

Like many website operators, Venu and its analytics vendors use server logs and automated data collection tools, such as browser cookies, pixel tags, scripts and web beacons. These tools are used for analytics purposes to enable us to understand how users interact with the Site and for advertising our Services and organization on the Internet.

## What is a cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that provided the cookie to you. There are several types of cookies:

- **Session cookies** provide information about how a website is used during a single browser session while a user is visiting a website. Session cookies usually expire after the browser is closed.
- **Persistent cookies** remain on your device between different browser sessions for a set amount of time in order to enable the website to remember user preferences, settings, or actions across other sites. A persistent cookie will remain on a user's device for a set period of time specified in the cookie.
- **First-party cookies** are cookies set by the operator of the website you are visiting.
- **Third-party cookies** are cookies set by third parties that are different from the operator of the website you are visiting.

## Our collection of cookies

We, our marketing partners, affiliates, and analytics or service providers use cookies and other similar technologies. We group the cookies that we collect into the following categories based upon their function (note that all types of cookies, as described above, may be found in each category):

Category	Description
Essential Cookies	Essential cookies are sometimes called "strictly necessary" as without them we cannot operate and administer the Site.
Analytics or Performance Cookies	These cookies track information about visits to the Site so that we can make improvements and report our performance. For example: analyze visitor and user behavior so as to provide more relevant content or suggest certain activities. They collect information about how visitors use the Site, which site the user came from, the number of each user's visits and how long a user stays on the Site. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.
Functional or Preference Cookies	During your visit to the Site, cookies are used to remember information you have entered or choices you make on the Site. They also store your preferences when personalizing the Site to optimize your use of the Site. These preferences are remembered, through the use of the persistent cookies, and the next time you visit the Site, you will not have to set them again.

Targeting or Advertising Cookies	These cookies are placed by third party advertising platforms or networks in order to, deliver ads and track ad performance, enable advertising networks to deliver ads that may be relevant to you based upon your activities (this is sometimes called “behavioral” “tracking” or “targeted” advertising) on the Site. They may subsequently use information about your visit to target you with advertising that you may be interested in, on the Site and other websites.
----------------------------------	---

### Third-party cookies

The Site allows third-parties to place cookies on your Internet-connected device in order to deliver advertisements based upon your web-browsing habits and history. However, you can restrict the third-party collection of cookies through the instructions provided in the section [How To Opt-Out Of Tracking And Restrict Cookies](#) below.

### Web beacons, pixels, tags and scripts

In addition to cookies, we use other technologies to recognize and track visitors to Venu’s websites. A web beacon (also known as a “tracking pixel” or “clear GIF”) is a clear graphic image (typically a one-pixel tag) that is delivered through a web browser or HTML email, typically in conjunction with a cookie. Web beacons allows us certain functionality, for example, monitoring how users move from one page within a website to another, to track access to our communications, to understand whether users have come to a website from an online advertisement displayed on a third-party website, to measure how ads have been viewed and to improve site performance.

These technologies may be used on our Site or in our emails to help us to deliver cookies, count visits, understand usage of our Site, campaign effectiveness and determine whether an email has been opened and acted upon.

### Analytics

We may use service providers to provide site metrics and other analytics services. These service providers may use cookies (see above); web beacons (also called clear GIFs or pixels), which are small blocks of code that allow us to measure the actions of visitors using Venu’s Site; and other technologies to collect information, such as your IP address, identifiers associated with your device, other applications on your device, the browsers you use to access our site and Services, webpages viewed, time spent on webpages, links clicked and conversion information (e.g., transactions entered into). This information may be used by Venu and its service providers on behalf of Venu to analyze and track usage of our Site and Services to determine the popularity of certain content and to better understand how you use our Site and Services.

We use Google Analytics on the Site to analyze how individuals use the Site. We will package up information about how individuals interact with our Site and send it to Google Analytics to be processed into reports. This information includes basic pageviews and visit data such as device type, operating system, and browser type. When Google Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a user’s device is mobile or desktop, or which browser they’re using. If, at any time, you choose not to participate in the use of analytics software, please use your web browser’s available opt-outs as described in the section [How To Opt-Out Of Tracking And Restrict Cookies](#).

## Advertising

We also have partnered with third-party advertising networks that collect information about your online web browsing habits to serve you with interest-based advertisements. The information collected about you to serve these ads can include your IP address, unique online identifiers, your activity on our Site and information about your operating system, browser and platform and other technology on the devices you use to access the Site.

For example, we use Google Analytics Advertising cookies to identify what advertisements you see when you browse the Internet and how you have interacted with them. We may use this information for our own advertising or it could be pooled together by Google from your interactions with other websites to determine what kind of advertisements you may see on the Internet.

The Meta Pixel is a snippet of code that sends data back to Meta about people who uses this Site and allows us to provide custom advertising on Meta properties (like Facebook and Instagram). The data provided to Meta may include information about how you interact with our Site, including your search queries and interactions.

## Do Not Track

Do Not Track (“DNT”) is an optional browser setting that allows you to express your preferences regarding tracking across websites. Most modern web browsers give you the option to send a Do Not Track signal to the websites you visit, indicating that you do not wish to be tracked. However, there is no accepted standard for how a website should respond to this signal, so we do not take any action in response to this signal. Venu does not have a mechanism in place to respond to DNT signals. Instead, in addition to publicly available external tools, we offer you the choices described in this Cookies Policy to manage the collection and use of information about you.

## How To Opt-Out Of Tracking And Restrict Cookies

You can opt-out of the tracking of your online behavior by:

- visiting the Network Advertising Initiative (NAI) website opt-out page: <http://www.networkadvertising.org/choices>;
- visiting the Digital Advertising Alliance (DAA) opt-out page: <http://www.aboutads.info/>; and
- downloading and installing the Google browser plug-in from the following link: <http://tools.google.com/dlpage/gaoptout>.

You can control and delete cookies through your browser settings through the following:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Opera](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Safari for iOS \(iPhone and iPad\)](#)
- [Chrome for Android](#)

Please be aware that restricting cookies may impact the functionality of the Site. Additional general information about cookies, including how to be notified about the placement of new cookies and how to disable cookies, can be found at [www.allaboutcookies.org](http://www.allaboutcookies.org).

Alternatively, you may visit the U.S. Federal Trade Commission's website [www.consumer.ftc.gov](http://www.consumer.ftc.gov) to obtain comprehensive general information about cookies and how to adjust the cookie settings on various browsers.