



We use a variety of online technologies to power the best digital experiences. Learn more about these, why we use them and how you can control them.

## Live Nation Entertainment Cookie Policy

When visiting one of our websites, mobile apps or interacting with our digital services we use cookies and other online tracking technologies (collectively "online technologies"). This policy describes how we use online technologies, the types of online technologies used and your choices and rights regarding your preferences. For further information about how your personal information is used please also see our Privacy Policy

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### Online technologies

We and our third-party partners use online technologies in order to deliver a more user-friendly experience. These online technologies can include cookies, pixels or web beacons or tags, scripts, SDKs and tags. A cookie is a data file that your browser sets on your device, which contains information about your online activity, pixels or web beacon or tags are pixel graphics or tags that track web traffic, conversions and behaviour, web beacons, scripts run on the web page and collect information on browsing behaviour, SDKs (software development kits) is a set of tools on the operating system (OS) to enable tracking and functionality.

Online tracking technologies are either first party (i.e., managed by us) or third-party (developed by an external parties). The length of time a cookie will stay on your computer depends on whether it is a persistent or session cookie. Session cookies are temporary until you leave the website or close your browser. Persistent cookies stay until you finished browsing until they expire or are deleted (in your device/browser settings), these retention periods are displayed when viewing the cookie in the preference centre.

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### Categories of online technologies

Online technologies can be categorised into the following five groups:

1. **Strictly necessary:** These are required for the website to function and operate and enable technical functionality and provide services requested by you. For example, setting of country and language preferences, keeping you logged in during your visit, security and fraud prevention. Strictly necessary cookies cannot be disabled and do not require consent.
2. **Performance:** These help us us to count visits and traffic to websites so we can measure and improve the performance of our websites. These tracking technologies collect information that is aggregated.
3. **Functional:** These enable the website to provide enhanced functionality and personalisation. They may be set by us or by our third-party partners whose services we have added to our pages. If you do not allow these technologies, then some or all of our services may not function properly.
4. **Advertising & Targeting:** These may be either be our or our third-party partners to learn more about your interests including which products and services you are interested in or have purchased on any of our websites and apps. We and our partners use this information to show you more personalised marketing and product recommendations based on your interests and behaviour. If you do not allow these technologies, you will experience less targeted advertising by us and our third-party partners.



**5. Social:** These may be used to enable you to share our content with your friends and networks. They are capable of tracking your browser across other websites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these technologies you may not be able to use or see these sharing tools.

For more information and choice of which type of vendors and category per online technology, please see the cookie preference centre available on all our websites and apps under "Manage my cookies".

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## **How to manage online technologies on our websites and apps**

### **Browser Settings**

In addition to our preference centre, most browsers will enable you to manage your cookies preferences e.g., have the browser notify you when you receive a new cookie or use it to disable cookies altogether. If you do decide to disable or delete these altogether some sites won't work as well, as they rely on online technologies.

If you do not wish to allow us and third-party organisations to use online technologies within our emails, such as pixel tags, the best way to do this is not to enable images when you view our emails. In other words, only view the plain text of the email. Some web browsers and email clients have settings or extensions available to disable / block such cookies such as Gmail.

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### **Ad Choices**

When you see an Ad Choices icon on any advertising whether from us or a third party you can follow the link for more information about behavioural advertising practices please visit <https://youradchoices.com/>

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choice for companies participating in this tool, download the AppChoices app.

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### **Updates to this policy**

We may update this policy from time to time, please check back regularly for amendments.

Last updated 28/04/2023

### **CONTACT US**

If you have any questions about the above, or our approach to privacy, our dedicated Privacy Office, including our Chief Privacy Officer, Hannah Foster, and International Data Protection Officer, Alex Bryant, is here to help. [privacy@livenation.com](mailto:privacy@livenation.com)