

# PRIVACY POLICY

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Effective 10.13.2014

## Overview

Welcome! This website is one of several websites operated by Anschutz Entertainment Group (“AEG,” “us,” “our,” or “we”) related to arenas and other venues. These websites (each a “Site” and collectively the “Sites”) are accessible online at either RabobankArena.com, BakersfieldIceSports.com, or BakersfieldAmphitheatre.com. This privacy policy (the “Policy”) contains details regarding the information we collect when you visit the Sites, how we (or others on whose behalf the information is collected) may use, process, and share that information, your choices with regard to your information, and other related matters. Through your use of any Site, you consent to the practices described in this Policy.

Except as otherwise expressly set forth below, this Policy is applicable to only information collected online using the Sites. This policy does not apply to any information you provide offline, whether in person, at the box office, over the phone, or otherwise. Similarly, this Policy does not apply to information collected by third parties, for example, when you purchase a ticket through Ticketmaster or another third-party service provider.

You may visit other service providers, our partners or other third parties through links on the Sites who may collect and use personal information you provide directly to them. Please take a moment to review the privacy policies of third-party sites before you disclose information to them.

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## What information do we collect and how do we use it?

We may collect personal and other information about you when you use any of the Sites, as described below. “**Personal Information**” is any information that can be used to identify you as an individual, either alone or in combination with other information. In the event we collect Personal Information from you, we will not use that Personal Information for any purpose incompatible with this Policy unless we provide you notice and an opportunity to opt-out (or opt-in, to the extent required by applicable law).

We typically collect personal and other information from you and use that information in the following ways:

*If you sign up for newsletters, Site emails and other offers.*

We may offer newsletters and other communications that provide information about concerts and events, the Sites, us, our partners and sponsors, sports teams, activities, or other information we think would be of interest to you. To opt-in to receive our newsletter, you must sign up using the registration form linked to on our Site and provide your email address and any other Personal Information required by the sign up form. By providing this information, you consent to our collection the Personal Information you provide, and the use of that Personal Information in accordance with this Policy.

*When you browse our Sites*

Our Sites use cookies and other similar tracking technologies, including those installed by third parties (such as Google Analytics) that may be used to provide essential features and improve your experience when using our Sites. See below for more information.

Additionally, our servers may identify users by their IP address (e.g. to determine the city from which you access a Site). An IP address is a number that is automatically assigned to your computer whenever you access the Internet. We may also log click-stream data for purposes of system administration, to improve our Sites, and to report aggregate information to our advertisers and/or other internal uses related to the Site. Click-stream data is information collected by our computers when you request pages from the Site. Click-stream data may include information such as the page served, the time, the source and type of browser making the request, the most recent page view, and other non-personal information. This data helps us analyze how visitors arrive at our Sites, what type of content is most popular, what type of visitors in the aggregate are interested in particular kinds of events, content, and the like.

*If you contact us through the Sites.*

You may contact us using a form on our Sites with questions about our venue, events, offerings, or our Sites. If you contact us using our online forms, we will collect the Personal Information requested on the applicable form, typically your name, email address and, if you choose, your phone number. All information you provide through the ‘contact us’ form is used only in the context of resolving your request or inquiry.

*Third party services.*

Please be aware, when you purchase a ticket, you do so through a thrid-party company (e.g. Ticketmaster). We do not receive your payment information, as the payment is processed by the third party. However we may receive your email or other information provided during a purchase.

## Cookies and tracking

Our Sites may use cookies, web beacons and similar tracking technologies. These technologies are widely used for security, to learn about and improve upon how users navigate a website or to enable certain features. Cookies are small data files that are transferred to your hard drive when your browser settings permit the acceptance of cookies. Similar technologies, such as web beacons or pixel tags function through the use of small files, such as a GIF or PNG, which are opened on a page or in an email. The request for these files from a server reveals certain information, such as your browser type, IP address, and other information. To learn more about cookies and similar tracking technologies, and how they can affect your privacy, visit [allaboutcookies.org](http://allaboutcookies.org).

By tracking how and when you use our Site, these technologies help us determine which features and content on our Site are most important to our visitors. If you do not want information collected through the use of cookies, you can turn off cookies using your browser's settings menu; however, this may eliminate our ability to provide you with a personalized or user-friendly experience on our Site.

Please note, most modern browsers include a "do not track" feature that may help protect your privacy. However, because there is not yet a defined response to do-not-track requests, our Site does not respond to your browser's do-not-track request.

If you wish to take steps to opt-out of tracking by certain online advertisers, you can visit the Digital Advertising Alliance's opt-out page at <http://www.aboutads.info/choices>. To learn more about, or to opt-out of Google's analytic and marketing services, visit [Google Analytics Terms of Use](#), the [Google Privacy Policy](#), or [Google Analytics Opt-out](#).

## With whom may we share your information?

Information we collect may be shared with a variety of parties, depending upon the purpose for and context in which that information was provided. When you provide us your email for our newsletter, or when purchasing a ticket, we may share your email with other parties, such as the promoter of the event to which you purchased a ticket. We may also occasionally share Personal Information with our affiliated entities or third parties who have offers or information we believe would be of interest to you.

In addition, in the event that we go through a business transition, such as a merger, acquisition, liquidation or sale of all or a portion of our assets, customer information will, in most instances, be part of the assets transferred, or may be disclosed (subject to confidentiality restrictions) during the due diligence process.

In limited circumstances, we may, without your consent, access and disclose your Personal Information, any communications sent or received by you, and any other information that we may have about you to the extent we believe such disclosure is required by law, regulation, rule or court order; pursuant to requests from governmental, regulatory or administrative agencies or law enforcement authorities; or to prevent, investigate, identify persons or organizations potentially involved in, or take any action regarding suspected fraud, violations of our Terms of Use, or activity that appears to us to be illegal or we believe may expose us to legal liability. 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.

To obtain a list of the Personal Information that AEG holds about you, or for residents of California (as required by California law) any Personal Information AEG has disclosed about you to third parties for direct marketing purposes during the preceding calendar year, please send a written, signed request to: AEG, attn. Privacy Policy, 800 West Olympic Blvd., Suite 305, Los Angeles, CA 90015.

## **What choices do I have about the collection, use, and disclosure of my personal or other information?**

It is possible for you to use our Sites without providing any Personal Information, but you may not be able to access or view some features. Furthermore, you may opt out of having your information provided to third parties for marketing or other commercial purposes, and opt out of other communications from us. 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 can unsubscribe from all email newsletters or similar communications by clicking on the unsubscribe link in every email. You may opt out of all information sharing with third parties for marketing purposes by contacting us at the address or email below.

## **How can I correct or delete my Personal Information?**

If you would like to correct, delete, or access your Personal Information we have in our system, you may do so by contacting us using the email or mailing addresses below.

## **What security precautions do you take to protect my Personal Information?**

We have implemented reasonable security measures to safeguard the Personal Information you provide us. However, please keep in mind that we cannot be liable for the actions of third parties to whom we may transfer your Personal Information in accordance with this Policy. Furthermore, please remember that “perfect security” does not exist on the Internet, and accordingly we cannot provide any guarantee that your Personal Information or any other information you provide us will remain secure.

## **Links to third-party sites**

You should be aware that when you use our Site you could be directed to other sites beyond our control. For example, if you click on a link to one of our service providers, partners or other third-party content, you will likely leave our Site and move to a different website which is not operated by us. These other websites may use cookies, independently collect data or solicit Personal Information, and may or may not have their own published privacy policies. If you visit a website that is linked to our Site, you should carefully review that site’s privacy policy before providing any Personal Information. This Policy does not apply to any information you submit to third-party websites, including, without limitation, any sites to which our Sites may redirect you, or sites that may be connected to our Site by hypertext link or otherwise.

## **Guidelines for minors**

Our Site is neither directed at nor intended for use by minors. Further, we do not knowingly collect Personal Information from minors. If we learn that we have inadvertently done so, we will promptly delete it. Do not access or use the Site unless you are 18 years old or older or under the supervision of your parent or guardian.

## **Limitation of liability**

By providing us with any Personal Information you expressly and unconditionally release and hold harmless AEG, its parents, subsidiaries, affiliates, related companies and their respective shareholders, owners, members, directors, officers, 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 collected Personal Information by any third parties to whom we have transferred Personal Information in accordance with this Policy.

## **Changes to this policy**

By using any of our Sites, you consent to the terms of this Policy. We may change this Policy from time to time. We will post the effective date for this and any revised policy. Accordingly, we recommend that you consult this page frequently so that you are aware of our latest policy. Your continued use of the Site constitutes your acceptance of any revised Policy.

## **International users**

If you are accessing our Site from outside of the United States, any information provided will be transferred to us or our service providers in the United States. Regardless of where your information is collected or transferred, the information will be treated in accordance with this Privacy Policy. You consent to such transfer through your continued use of the Site.

## **Contact us**

If you have any questions about this Policy, our privacy practices, or your dealings with our Site, please contact:

Guest\_services@rabobankarena.com

or

Anschutz Entertainment Group  
Attn: Privacy Policy  
800 West Olympic Blvd., Suite 305  
Los Angeles, CA 90015