

# PRIVACY POLICY

## 1. SUMMARY

We collect personal information you choose to share with us and our partners so we can provide you with a more customized experience. Your information is kept secure through industry norms, but security can be breached. We will retain your information given on sign up to our mailing list, namely, your name, email address, and country of residence on an aggregate, non personally-identifiable basis for bona fide business purposes even if you are no longer a registered user or customer, unless otherwise instructed by you as set out in the Privacy Policy.

Please read this Privacy Policy carefully, along with our Terms of Use and Cookie Policy (collectively, the "Agreement"). By continuing to use our Services, you are expressly consenting to the collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

This Privacy Policy sets out the basis on which any information (which may include personal data, as defined in data protection law) we collect from you, or that you provide to us, through this website, application or service (the "Site") will be processed by us. Please read the following carefully to understand our practices regarding your information and how we will treat it.

## 2. WHO WE ARE

This site is operated by Zearth Entertainment Ltd, herein referred to as (the "Company," "we," "us", "our" or "Zearth Entertainment"), who is a data controller responsible for the processing of personal data under applicable data protection law.

We at Zearth Entertainment, (including our subsidiaries, joint ventures or other entities in which Zearth Entertainment has a substantial ownership interest) know that our users care how their personally identifiable information ("Information", "Data") is used and shared, and we take your privacy seriously. This Privacy Policy (the "Policy") describes how we collect, use and disclose Information when you use any of our Services, including but not limited to: Company websites, pages, sites, accounts or channels accessible through any Internet or wireless enabled device (each, a "Website");

- Mobile applications;
- Ticketing and live event gatherings we host or sponsor;
- Websites, pages or apps created or powered by Zearth Entertainment.

By visiting or using the Services in any manner, you acknowledge that you accept the practices and policies outlined in this Agreement.

## 3. HOW TO CONTACT ZEARTHER ENTERTAINMENT

The data controller responsible for your personal information for the purposes of the applicable European Union data protection law is:

Zearth Entertainment,  
ATTN: Data Protection Officer,  
International House  
61 Mosley Street  
Manchester  
M2 3HZ  
Email: [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com).

If you have any questions about this Privacy Policy or our data collection practices, please contact us at the address or email listed above and specify your country of residence and the nature of your question.

Alternatively, you have the right to lodge a complaint with a supervisory authority such as the Information Commissioner's Office (ICO), using the information below.

Information Commissioner's Office  
Wycliffe House Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Telephone: 0303 123 1113  
Textphone: 01625 545860  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk).

For questions, comments or requests not related to this Privacy Policy please contact us by email at: [support@zeather.com](mailto:support@zeather.com).

#### 4. INFORMATION WE COLLECT FROM YOU

You don't have to subscribe to use our Site. However if you do choose to sign up for a Subscription, we will collect information based on what you provide to us, such as: name, email and country of residence. Depending on which Services you choose to use, additional information will be collected and stored, if necessary in order for us to provide a particular Service. Such information includes:

- computer time and date data, statistics on page views, your IP address, your GPS location, the type of computing environment you use, and traffic to and from the Website (including data about you whenever you interact with the Website, such as when you search, click on links or queries.)
- other technical information or data collected from Website traffic, including IP address and standard web log information and information gathered from cookies, beacons and other mechanisms; other information that you voluntarily provide to us.

When you use the Site or contact us by e-mail, social media, SMS, telephone, or other methods, we will collect and process the following data about you:

- Information you give us, including:
  - o Forms filled out by you on the Site;
  - o Content of correspondence with us by phone, e-mail or otherwise;
  - o Site registration;
  - o Subscriptions or orders placed on the Site;
  - o Participation in discussion boards or other social media functions on the Site;
  - o Entering a competition, promotion or survey;
  - o Reporting a problem or requesting support for the Site.

The information you give us may include your name, address, e-mail address and phone number, date of birth, payment information, personal description, photographs or images or comments.

#### 5. INFORMATION WE COLLECT ABOUT YOU

With regard to each of your visits to our Site, we will automatically receive and record technical information about your visit, such as your device, IP address, "cookie" information (as described in our Cookie Policy), the version of your operating system ("OS") and platform, browser type and version, time zone setting, browser plug-in types and versions; and pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the

page, including the full URL clickstream to, through and from our Site (including date and time); When you use the Site on a mobile platform, we may also collect and record your unique device ID (persistent / non-persistent), hardware type, media access control (“MAC”) address, international mobile equipment identity (“IMEI”), your device name, and your location (based on your IP address). We will also collect information about other devices, where you access and visit our Site. Such information will include unique device identifiers including, IP address, language and time zone, operating system, hardware version.

## 6. INFORMATION WE COLLECT FROM OTHER SOURCES

We work with third party advertisers, networks, and service providers who assist us in managing or providing the Site, who collect some of the information described above. These third parties also help us understand how users interact with our content or offerings. We will also collect contextual or demographic data about our users from third parties, in order to more effectively deliver the Service or content in which we think you would be interested. Unless you have been notified otherwise, all information collected through our authorized third party service providers remains governed by security and confidentiality obligations consistent with this Policy and applicable law.

We also work with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, analytics providers, social networks such as Facebook, Twitter and Instagram, search information providers, third parties who enable sign on functionality and social network integration) and will receive information about you from them.

If you choose to use features on this Site that connect to your online profiles, accounts or services (including social media accounts), we will collect any information that you permit through your settings on those social media accounts. For example, if you share content from our site using your Facebook account, we will collect that information.

## 7. ADVERTISEMENTS

Some of our Features allow advertisers and their networks to collect and use certain anonymous Information about you (e.g. click stream information, browser type, time and date, subject of advertisements clicked or scrolled over) in order to provide advertisements of interest to you. These companies typically use a cookie or third party web beacon to collect this information. To learn more about this behavioural advertising practice or to opt-out of this type of advertising, you can visit [networkadvertising.org](http://networkadvertising.org). Alternatively you can visit [youronlinechoices.com](http://youronlinechoices.com).

## 8. COOKIES AND SIMILAR TECHNOLOGIES

As further described in our Cookie Policy, we use cookies and similar technologies (e.g. web beacons, pixel tags, or other device identifiers) to store login information and recognize you and/or your device(s) on, off, and across different Services and devices. We also allow some others to use cookies as described in our Cookie Policy. You can control cookies through your browser settings and other tools.

## 9. OTHER

Our Site is dynamic, and we often introduce new features, which may require the collection of new information. If we collect materially different personal data or materially change how we use your data, we will notify you and will also modify this Privacy Policy.

## 10. HOW YOUR INFORMATION WILL BE USED

How we use your Information will depend on which Services you use, how you use those Services and the choices you make in your settings. The primary reason we collect Information is to provide and improve our Services, manage your subscription to our Service, and to provide you with a more customized experience on our Site.

The following is a summary of more specific ways we will use your personal information:

- As part of our efforts to; operate, measure and improve our Site, keep our Site safe, secure, and customize Site content to ensure that it is presented in the most effective manner for you and for your computer or device;
- To contact you regarding your Subscription or updates.
- To respond to your requests or questions or as otherwise necessary.
- To send you transactional communications. For example, we might send you emails about your purchase or to confirm your registration for an event. We might also contact you about this policy or our website terms
- To provide other services requested by you as described when we collect the Information
- For marketing purposes. For example, we might send you information about events or special promotions. We might also tell you about new features or products.
- We may also use push notifications on our mobile apps to send you various alerts and updates
- To improve and administer our Site for internal operations, for example troubleshooting, data analysis, testing, research, statistical and survey purposes; including reviewing information associated with stalled or crashed pages experienced by users allowing us to identify and fix problems and give you a better experience.
- To monitor and improve the security of our Site, To prevent, detect, mitigate, and investigate fraud, security breaches or other potentially prohibited or illegal activities and/or attempts to harm our users
- To enforce our Terms of Use, this Policy, or other policies, and to monitor for violations of our policies or applicable laws
- To provide you, or permit selected third parties to provide you, with information about other goods and services we offer that are similar to those that you have already purchased or enquired about or that we feel may interest you;
- To make suggestions and recommendations to you and other users of our Site about goods or services that may interest you or them;
- To provide or permit third parties to provide targeted advertising via websites you visit about goods or services that you may find interesting (see more on this in our Cookies Policy below);
- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- To track the progress and number of entries in competitions and promotions.
- To allow you to interact with our Site, for example by sharing information from our Site on third party social media platforms;
- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- To manage your access to the services or notify you about changes to the services;
- To comply with legal and regulatory requirements;

We will combine information we receive from other sources with information you give to us and information we collect about you (including information in relation to your devices). We will use this combined information for the purposes set out above.

We also use Information as otherwise described in this Policy, permitted by law, or as we may notify you.

If you wish to subscribe to our newsletter(s) , products, events and services, we will use your name and email address to send these items to you. Out of respect for your privacy, you may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included

in these emails, accessing the email preferences in your account settings page or you can contact us by using the “Contact” information as described in (section 3) of this Policy.

The basis for this processing as set out above is to perform the contract with you related to these activities and services or because you have asked us to take specific steps before entering into a contract in respect of these activities and services.

## 11. SHARING OF YOUR INFORMATION

We do not sell any of your personal data. To be able to provide our services to you and run our business, we may share your personal data with any Zearth Entertainment company, listed in this agreement, and with selected third parties including:

- Business partners, web hosting providers, suppliers and sub-contractors for the performance of any contract we enter into with them or you in order to provide you with a product, features or service;
- Business partners, suppliers and sub-contractors to provide you with information about promotions and offers;
- Advertisers, advertising networks and social networks that require the data to select and serve relevant adverts to you and others. We may also use aggregate and other information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience;
- Analytics and search engine providers that assist us in the improvement and optimisation of our Site;
- Third parties when you consent to or request such sharing.

We will also disclose your personal data to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
- If the Zearth Entertainment Company that controls this Site or substantially all of its assets are acquired by a third party, in which case personal data held by it about its users will be one of the transferred assets;
- If we are under a duty to disclose or share your personal data by law enforcement and other government authorities in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of Zearth Entertainment Companies, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction;
- To any other third party where lawful.

Other ways we may share your information include;

- (i) Sharing by you

Certain Features offered are social by their very nature, so your participation with such Features will allow others to see your name and/or username, profile picture, social profile, and any other content you upload or disclose through that profile.

- (ii) Sharing by us

We share your Information with third parties as listed below and as otherwise described elsewhere in this Policy:

- (iii) Service Providers

We employ and allow third parties to perform tasks on our behalf, such as payment processing, data management and analytics, marketing, advertising, communication and IT services, and we need to

share your Information with them in order for them to provide such features, products and services. Unless we tell you differently or you consent otherwise, these third parties do not have any right to use your Information beyond what is necessary to assist us in providing such features, products and services. Any uses of your Information by these third parties will remain governed by security and confidentiality obligations consistent with this Policy and applicable law.

(iv) Company Affiliates

Subject to applicable laws, we may share your Information with companies with whom the Company is affiliated or related to (e.g., parent company or subsidiaries), and will require such affiliated or related companies to use the Information solely in accordance with this Policy.

(v) Business Transfers

We may choose to buy or sell assets. In these types of transactions, customers or users Information is typically one of the business assets that would be transferred. Also, if we (or our assets) are acquired or merged, or if we go out of business, enter bankruptcy, or go through some other change of control, Information would be one of the assets transferred to or acquired by a third party.

(vi) Protection of Company and Others

We reserve the right to access, read, preserve, and disclose any Information that we reasonably believe is necessary to comply with law or court order; enforce or apply our conditions of use and other agreements; or protect the rights, property, interests, or safety of our Company, our employees, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

(vii) Aggregated and Anonymized Information

We also may share (within our affiliated entities or with third parties) aggregated or anonymized information that does not explicitly identify you or any individual user of our Site. From time to time, the Company may provide demographic and statistical information to prospective partners for the purposes of securing advertising and/or for general promotion of Site. This disclosure will not share any personal information of individual users but is intended to give a broad overview of the Sites Subscription and usage.

## 12. STORAGE AND TRANSFER OF DATA TO THIRD COUNTRIES

In order to provide the User Experience, the Information ‘data ‘ that we collect from you will be transferred to and stored at a destination outside of your country and the European Economic Area (“EEA”), and, in particular, the United States as described in this policy. As per article 45 of Regulation (EU) 2016/679, any data transferred, stored and hosted in EU servers and/or data transfers from the EU to the U.S. under GDPR, complies with the EU-U.S. PRIVACY SHIELD framework in order to transfer any lawfully obtained personal data using services located in “adequate” countries. It will also be processed by any service providers appointed by us who operate outside of the EEA and their staff. By submitting your data, you agree to this transfer, storing or processing outside of the EEA or your country and acknowledge that not all countries guarantee the same level of protection for your Information as the one in which you reside. Data transferred will be treated in accordance with this Policy and, where applicable, the EU General Data Protection Regulation.

You are be entitled, in accordance with applicable law, to request a copy of relevant safeguards by contacting Zearth Entertainment using the “Contact” information as described in (section 3) of this Policy.

## 13. THE SECURITY OF YOUR INFORMATION

The security of your Information is important to us and we will do our best to protect your personal data. We will take steps to ensure that your data is treated securely and in accordance with this Privacy Policy. We will put in place commercially reasonable security measures and procedures designed to safeguard the information we collect on this Site, including administrative, technical, organisational and physical safeguards, to protect your Information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction.

We endeavour to protect the privacy of your Subscription and other Information we hold in our records, but unfortunately, the transmission of information via the internet is not completely secure and therefore we cannot guarantee the complete security of your data transmitted to our Site, Unauthorized entry or use, hardware or software failure, and other factors that may compromise the security of user information at any time. Any transmission is at your own risk.

#### 14. HOW LONG WE RETAIN YOUR DATA

We will keep hold of your data no longer than necessary in order to provide you services. The length of time we retain it will depend on any legal obligations we have (such as tax purposes), the nature of any contracts we have in place with you, the existence of your consent or our legitimate interests as a business, resolve disputes, and enforce our agreements.

##### Purchases

When you purchase from us, for example music, events, merchandise and so on, we retain that information for a period of six years following the end of the financial year during which you purchased from us. It is our legal obligation to keep these records for tax purposes.

##### Enquiries

Unless you provide consent for future contact during your enquiry, we will keep your information for as long as is required to respond and complete your enquiry, and for a further 12 months before deleting your information.

##### Subscription

Personal information gathered from you during the subscription process and as described elsewhere in this Policy shall be kept for no longer than is necessary for the purposes of fulfilling any contracts we have in place with you, for example your subscription with us and providing you with products and services which you have given prior consent to receive, such as news, events, products and so on. You can unsubscribe at any time during your subscription and you will no longer receive products and services from us. You can also request at any time that we delete your personal information by contacting our data controller as displayed in (section 3) of this policy, at which point your information will be securely deleted from our systems within 30 days upon receipt of your request.

#### 15. COOKIES

Our Site uses cookies and other tracking technologies to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our Site and also allows us to improve our Site. For detailed information on the cookies and other technologies we use and the purposes for which we use them see our Cookies Policy below.

#### 16. SOCIAL MEDIA AND OTHER Third Parties That Provide Content, ADVERTISING or Functionality on Our Site

Some of the content, advertising and functionality on our Site will be provided by third parties that are not affiliated with us. For example, you may have the opportunity to log in to services such as Facebook through our Site and share our content with others within your network.

Third-party advertisers also may have a presence on our Sites. These and other third parties will collect or receive certain information about your use of our Sites, including through the use of cookies and other Internet technologies, and this information may be collected over time and combined with information collected across different websites and online services.

Some of these companies participate in industry-developed programs designed to provide consumers choices about whether to receive targeted advertising as stated above. Please visit the websites operated by the Network Advertising Initiative, Digital Advertising Alliance, and European Interactive Digital Advertising Alliance for further information on how to participate or opt-out.

## 17. CHILDREN

This Site is not directed toward children (as defined by local law and COPPA in the US) nor does Zearth Entertainment knowingly collect or solicit information from anyone under the age of 13 or knowingly allow such persons to subscribe to or use the Site without parental consent except where in compliance with applicable laws.

## 18. YOUR RIGHTS AS A DATA SUBJECT

You have rights as a data subject. These rights are:

1. **The right to be informed** – This means we must inform you how we are going to use your personal data. We do this through this privacy policy and by informing you how your data will be used each time we collect it.
2. **The right of access** – You have the right to access your personal data (e.g. data that is about you) that we hold. This is called a subject access request. We must respond to your request within one month. To request access to your data, please email [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com). It would be very helpful if you tell us which aspect of your personal data you are seeking.
3. **The right to rectification** – You are responsible for keeping your information current and up-to-date. If you think the data we hold on you is incorrect, tell us so we can put it right. You can do this by contacting the data controller at [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com). Alternatively you can contact the data controller using the postal address displayed in section 16 of this policy.
4. **The right to erasure** – You have the right to request that we delete your data. We will do so, provided that we do not have a compelling reason to keep it as described in this privacy policy. To request this, please email [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com).
5. **The right to restrict processing** – You can change your communication preferences (therefore restricting how we communicate with you) by using the setting options in your email or by selecting unsubscribe included at the bottom of all our email correspondence with you. There are certain other circumstances in which you can suppress the processing of your personal data. To request this, please email [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com).
6. **The right to data portability** – You can obtain and reuse your personal data across different Zearth Entertainment services. To request this, please email [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com).
7. **The right to object** – You have the right to object to a) Direct marketing from Zearth Entertainment or from third parties we have shared you data with for direct marketing purposes. You can opt out of direct marketing any time by clicking unsubscribe included at the bottom of all our email correspondence with you. b) Any process where our lawful basis is legitimate interest as described in this privacy policy. If you would like to formally object to our legitimate interest processing, please email [DataPrivacyOfficer@zearth.com](mailto:DataPrivacyOfficer@zearth.com).
8. **Rights in relation to automated decision making and profiling** – This is not something we do at Zearth Entertainment. If that ever changes, this policy will be updated accordingly.

We may, in some instances, require you to prove your identity with approved identification if you request this information, for fraud protection purposes.

## 19. YOUR CALIFORNIA PRIVACY RIGHTS

In accordance with CalOPPA, California residents may opt out of having their personally identifiable information shared with third parties for those third parties' direct marketing purposes by contacting us using the "Contact" information as described in (section 3) of this Policy.



## 20. DO NOT TRACK SIGNALS AND SIMILAR MECHANISMS

Some web browsers may transmit “do-not-track” signals to the websites and other online services with which a user communicates. There is no industry standard that governs what, if anything, websites should do when they receive these signals. Zearth Entertainment currently does not take action in response to these signals.

Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Web browser “do not track” settings or signals. As described in this Cookie Policy, we deploy cookies and other technologies on our Service to collect information about you and your browsing activity, even if you have turned on the Do Not Track signal.

## 21. LINKS TO THIRD PARTY WEBSITES

Our Site, our newsletters and other communications will, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

## 22. CHANGES TO OUR PRIVACY POLICY

Any material changes we may make to our Privacy Policy in the future will be posted on this page prior to the change becoming effective and/or we will notify you through the Site or, where appropriate, by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

## 23. LAWFUL BASIS FOR PROCESSING

**Legal Basis for Data Processing:** We process personal data for the purposes set out in this Privacy Policy, as described above. Our legal basis to process personal data includes processing that is: necessary for the performance of the contract between you and us (for example, to provide you with the services you request and to identify and authenticate you so you may use the Site); necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement); necessary for our legitimate interests (for example, to manage our relationship with you and to improve the Site); and based on consent by our customers (for example, to communicate with you about our products and services and provide you with marketing information) as per your explicit consent.

Where we rely on legitimate interests as a basis for Information processing, you have the right to object. We may process your personal data for the purposes of our legitimate interests or for the legitimate interests of third parties, provided that such processing shall not outweigh your rights and freedoms. For example, we may process your personal Information to:

- Protect you, us, or others from threats (such as security threats or fraud)
- Comply with laws that apply to us
- Manage corporate transactions, such as mergers or acquisitions
- Understand and improve our business or customer relationships generally

Where we rely on contract, we will ask that you agree to the processing of personal data that is necessary for entering into or performance of your contract with us. We provide a voluntary Subscription; you can choose whether or not you want to Subscribe or use our Site. However, if you want to use the Site, you need to agree to our Terms of Use, which set out the contract between the Company and you. As we operate in countries worldwide (including the US) and use technical

infrastructure in the US to deliver the Features to you, in accordance with the contract between us, we will need to transfer your Information to the US and to other jurisdictions as necessary to provide the Features as set out in this Policy.

If you have any questions about the lawful bases upon which we collect and use your Information, please contact our legal department at [privacy@zearth.com](mailto:privacy@zearth.com).

## 24. WITHDRAWING YOUR CONSENT

You may withdraw your consent at any time by contacting us using the details at the end of this policy.

If you would like to withdraw your consent or object to receiving any direct marketing to which you previously opted-in, you can do so by clicking unsubscribe included in all of our emails to you or by writing to us using the contact details at the end of this policy. If you withdraw your consent, our use of your personal information before you withdraw is still lawful. If you have provided consent for your details to be shared with a third party, and wish to withdraw this consent, please also contact the relevant third party in order to amend your preferences.

In some instances, you may be required to provide us with personal data for processing as described above, in order for us to be able to provide you to use all the features of the Site.

## 25. COOKIES POLICY

### INFORMATION ABOUT OUR USE OF COOKIES AND TRACKING TECHNOLOGIES

Our Site uses cookies and other similar technologies (as described below) to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our Site, allows us to improve our Site and provide you with tailored content and advertising. This policy provides information about how and when we use cookies for these purposes and also includes additional details about how we collect and use information.

Visiting or using our Website with your browser settings adjusted to accept cookies tells us that you consent to our use of cookies and other technologies to provide you with the Services. If you do not accept the use of these cookies, please disable them using the instructions provided below.

## 26. WHAT ARE COOKIES?

“Cookies” are small text files of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are widely used to make websites work more efficiently, recognize your browser or device, improve your user experience, customize features and advertising, and provide reporting information about the Services.

You can configure your desktop or mobile browser’s settings to reflect your preference to accept or reject cookies, including how to handle third-party cookies (see How Can I Manage Cookies? below).

You can find out more information about cookies at <http://www.allaboutcookies.org> and <http://www.youonlinechoices.eu>.

In addition to cookies, there are other similar technologies used by us and elsewhere on the web or in mobile sites or applications. Web beacons, browser storage and plugins and other technologies often work in conjunction with cookies, and will store small amounts of data on your device.

You can find more information about the types of cookies we use and the purposes for which we use them below:

## 27. TYPE OF COOKIES AND HOW WE USE COOKIES

### 27.1 Strictly Necessary

These cookies are essential in order to enable you to browse our Site and use its features. The information collected by these cookies relate to the operation of our Site, for example website scripting language and security tokens to maintain secure areas of our Site.

### 28. Performance / Analytics

These cookies collect anonymous information about how you use our Site, for example which pages you visit most often, whether you receive any error messages, and how you arrived at our Site. Information collected by these cookies is used only to improve your use of our Site and never to identify you. These cookies are placed by third-party providers of web traffic analysis services, such as Google Analytics.

### 29. Functionality

These cookies remember choices you make, for example the country you visit our Site from, your language and any changes you have made to text size or other parts of web pages that you can customise, in order to improve your experience of our Site and to make your visits more tailored and enjoyable. The information these cookies collect will be anonymised and cannot be used to track your browsing activity on other websites.

### 30. Targeting or Advertising.

These cookies collect information about your browsing habits and inferred interests in order to make advertising more relevant to you. They are also used to limit the number of times you see an advert, as well as to measure the effectiveness of an advertising campaign. These cookies are usually placed by third-party advertising networks. They remember the other websites that you visit and this information is shared with third-party organisations, for example advertisers.

### 31. Social Media

These cookies allow you to share what you've been doing on our Site with social media organisations such as Facebook, Instagram and Twitter. These cookies are not within our control. Please refer to the privacy policies of these organisations for how their cookies work.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) will also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

### 32. We will use cookies:

- (i) to collect anonymised data on users behaviour on the site. We may also capture what site a user has come from and what site they go to and also some demographic data (e.g. the user's location) and we may use that data to analyse user behaviour across multiple sites;
- (ii) to categorise pools of users (on an anonymised basis) based on demographic and/or behavioural data and use this to, (1) target our advertising to cookie-ed users on third party websites and Zearth Entertainment websites, and (2) use that data to allow targeted third party advertising to categorised cookie-ed users either in respect of advertising placement Zearth Entertainment has bought/placed and targeted to users on behalf of third parties or in respect of advertising bought/placed by third parties and targeted to cookie pools Zearth Entertainment has "sold" to these third parties.

Some of our Sites may use Google AdSense to publish advertisements, including information about your demographics and interests. When you view or click on an advertisement a cookie will be set to help better provide advertisements that may be of interest to you on this and other websites. You

may opt-out of the use of this cookie by visiting Google's Advertising and Privacy page:

[http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

Most internet browsers are automatically set up to accept cookies. However, if you want to refuse or delete any cookies ,(or similar technologies), please refer to the help and support area on your internet browser for instructions on how to block or delete cookies. Please note you may not be able to take advantage of all the features of our Site, including certain personalised features, if you delete or disable cookies.

For more information on managing cookies, please go to [www.allaboutcookies.org](http://www.allaboutcookies.org), or visit [www.youronlinechoices.eu](http://www.youronlinechoices.eu) which has further information about behavioural advertising and online privacy.

### 33. Web Beacons

We, or our third party partners, may employ a software technology called web beacons (also known as web bugs, clear gifs or pixels) which helps us understand what content is effective, for example by counting the number of users who have visited these pages, and to understand usage patterns. Web beacons are tiny graphics with a unique identifier, similar in function to cookies, and are used to let us know when content is viewed. In contrast to cookies, which are stored on a user's computer hard drive, web beacons are embedded on web pages, ads, and e-mail. We, or our third party partners, will tie the information gathered by web beacons to the other information we collect about you.

In addition to disabling cookies and other tracking technologies as described above, you may opt-out of receiving targeted advertising from participating ad networks, audience segment providers, ad serving vendors, and other service providers by visiting websites operated by the Network Advertising Initiative, Digital Advertising Alliance, or European Interactive Digital Advertising Alliance.

### 34. HOW CAN I MANAGE COOKIES?

You can choose whether or not to accept cookies and other technologies, as explained below. However, please note that disabling cookies may affect the full functionality of the Services.

Most browsers allow you to change your cookie settings. The "Options" or "Preferences" menu of most browsers detail how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. Your browser's settings may also allow you to disable or delete similar technologies and data used by browser add-ons (such as Flash cookies), for instance by changing the add-on's settings or clearing browser storage. Browser manufacturers provide help pages relating to cookie management in their products. Please see below for more information:

If you only want to limit third party advertising cookies, you can turn off most of these cookies via your browser. (However be aware that not all browsers or companies drop cookies via our Services):

#### 34. Your Online Choices - Network Advertising Initiative and Digital Advertising Alliance

You can opt out of interest-based targeting provided by participating ad services through the Digital Advertising Alliance's YourAdChoices. In addition, on your iPhone, iPad or Android, you can change your device settings to control whether you see online interest-based ads.

For Google Analytics, you can opt-out through Google Ads Settings, Ad Settings for mobile apps, or any other available means (e.g. the NAI's consumer opt-out listed above). Google also provides a Google Analytics opt-out plug-in for the web.

Please note that even if you opt-out and limit cookies or these third party tracking technologies, they may still collect data and you may still see ads, but they will not be targeted based on information collected through these technologies.

### 35. CHANGES TO THIS COOKIE POLICY

If you have disabled one or more cookies, we will still use information collected from cookies prior to your disabled preference being set, however, we will stop using the disabled cookie to collect any further information.

We may amend this Cookie Policy from time to time. Use of Information we collect now is subject to the Cookie Policy in effect at the time such Information is used. If we make material changes in the way we collect, use, and/or share information held in cookies, we will notify you by posting an announcement through the applicable Services. We encourage you to regularly review this page for any updates to our Cookie Policy as well as our Privacy Policy.

### 36. QUESTIONS OR CONCERNS

If you have any questions or concerns regarding our Cookie Policy, please send us a detailed message at the address below, and we will try to resolve your concerns.

Zearth Entertainment,  
Attn: Privacy / Legal Department,  
International House  
61 Mosley Street  
Manchester  
M2 3HZ  
Email: [privacy@zearth.com](mailto:privacy@zearth.com).