Privacy Policy

SmrtSeats, LLC · Effective November 19, 2026 · Version 2026-11-19 · smrtseats.com/privacy

This Privacy Policy explains how SmrtSeats, LLC ("SmrtSeats," "we," "us," or "our") collects, uses, shares, and protects personal information when you use the SmrtSeats Platform. It also explains your choices and rights. It works together with our Terms of Service, our User Agreement, and our Marketing Communications Consent. Words defined in the Terms of Service have the same meaning here.

> **The short version:** We use your information to sell you tickets, run events with Event Organizers, and improve SmrtSeats. We do not sell your personal information. Event Organizers see survey results only in aggregated form, not tied to your name or email. We keep a general age range (like 25–34) with your Account, and Event Organizers see only combined age-range totals, never your age or birth date. Event Organizers get your email for marketing only if you opt in to that specific Event Organizer. When you're signed in, we keep a fan profile of the kinds of Events you're interested in so we can suggest Events you'll like. It's never shared with Event Organizers or sold, and you can turn it off at any time. You can download your data, delete your account, and manage every marketing choice yourself.

1. Scope

This policy covers personal information about fans, Ticket Purchasers, Event Organizer team members, and visitors that SmrtSeats processes when you use the Platform. Each Event Organizer receives some of your information to run its Events (see Section 6). Its own privacy practices govern how it uses that information after receiving it. We require Event Organizers to use it only as the User Agreement allows.

2. Information We Collect

Information you give us

- **Account information:** email address and password. Passwords are handled by our authentication provider, and we never see them in plain text. If you use Google sign-in, we receive your name and email from Google.
- **Profile information:** first and last name, phone number, ZIP code, and date of birth.
- **Profile photo (optional):** a photo you upload to your Account and any description of it you write. The description is read aloud by screen readers in place of the photo. If you don't upload a photo, we show the initials of your first and last name instead.
- **Age range:** we use your date of birth to confirm you meet the minimum age to create an Account and to assign you a general age range (for example, 25–34). We store the age range with your Account and update it as you get older. Your date of birth is stored separately with your other contact details.

- **Purchase information:** the Events and Tickets you buy or claim (including free Tickets), amounts paid, fees, promo codes used, refunds, free Tickets you release, and order history. For free Tickets, we also keep a count of how many you've claimed for each Event so we can apply the per-Account limit.
- **Ticket releases:** when you release paid Tickets you can't use, we record which Tickets you released and when, the reason you chose (if any), your confirmation that you understood there is no refund, and the IP address and browser type you used. We keep this record so a payment dispute or chargeback about that order can be resolved.
- **Event Organizer credits:** if an Event Organizer gives you a credit when a Ticket you released sells again, we keep your credit balance with that Event Organizer and a history of credits you earned, used at checkout, or got back after a refund.
- **Survey responses:** your answers to optional Event surveys, for example how you heard about an Event, your music and event preferences, how far you traveled, and your group size. This includes custom questions added by Event Organizers.
- **Marketing choices:** whether you've opted in to or out of marketing email from each Event Organizer and from SmrtSeats, when and how you made each choice, and the version of the wording you saw.
- **Communications:** messages you send to our support team.

Event Organizer information

- Organization name, contact email, phone number, address, description, capacity, and the organization's profile image and its description.
- Event images and their descriptions.
- Team members' names, emails, roles, and profile photos (if they uploaded one), and invitations sent.
- Stripe connected account identifiers and payout-related status. Banking details are held by Stripe, not SmrtSeats.
- Records of who accepted the Event Organizer Terms, when, and for which organization.

Information from payments and box office sales

Card payments are collected directly by Stripe, online and on Stripe card readers at the box office. **SmrtSeats never receives your full card number or security code.** From Stripe we receive limited information, such as your name, email, payment status, amount, and fees. At a box office, the Event Organizer may enter your email so your receipt and Tickets can be sent to you.

Information collected automatically

- **Check-in records:** when and where a Ticket was scanned.
- **Activity on SmrtSeats (only when you're signed in):** the Events and Event Organizer pages you open, the Event categories you browse, and the Events you start to buy Tickets for. We use this for your fan profile (see Section 5). We don't record this for visitors who aren't signed in, and we don't track you on other websites or apps.
- **Device and log information:** IP address, browser type, and the pages you request. Our hosting provider collects these to keep the Platform working and secure.
- **Cookies and local storage:** used to keep you signed in, run checkout, and remember settings. **We don't currently use third-party advertising cookies, cross-site tracking, or third-party analytics.** If that changes, we will update this policy first.

3. How We Use Information

We use personal information to:

- provide the Platform, process orders, and deliver Tickets;
- check in attendees, run box office sales, and process refunds and chargebacks;
- send transactional messages, such as receipts, Tickets, refund confirmations, Event changes and cancellations, account and security notices, and Event Organizer team invitations;
- confirm you meet the minimum age to create an Account;
- enforce purchase limits, including the limit on free Tickets per Account;
- let you release Tickets you can't use, put them back on sale, and keep a record of each release to resolve payment disputes and chargebacks;
- give you Event Organizer credits when your released Tickets sell again, and apply them at checkout when you choose to use them;
- offer optional surveys, apply survey-based fee reductions, and produce aggregated audience insights for Event Organizers, including the age-range mix of an Event's ticket buyers;
- send marketing email, and share your email with an Event Organizer for its marketing, only as you've chosen under the Marketing Communications Consent;
- build and keep your fan profile so we can suggest Events you're likely to enjoy (see Section 5);
- provide customer support;
- detect and prevent fraud, abuse, and security incidents, and enforce our agreements;
- improve and develop the Platform, using aggregated or de-identified information where possible;
- comply with legal, tax, and accounting obligations.

4. Survey Responses

Surveys are always optional. When you answer, your responses are stored under a **pseudonymous identifier** that is kept separate from your name, email, and phone number. Our systems use it to combine your answers across Events into a pseudonymous fan profile.

Event Organizers receive survey results only as **aggregated statistics and insights**, such as the share of attendees who heard about an Event on social media. These insights may include demographic summaries, such as general age ranges or areas based on ZIP code. **We don't give Event Organizers your individual answers tied to your name or email.** We don't sell survey responses. Event Organizers are contractually prohibited from trying to re-identify respondents. Aggregated results for very small groups could sometimes allow someone to make inferences, so we encourage you to skip any question you're not comfortable answering. We may use de-identified and aggregated survey data to improve the Platform and to produce industry benchmarks.

Age-range insights

To help Event Organizers understand their audiences, we count the age ranges of Ticket Purchasers. When you buy or claim Tickets, your age range is added to a running total for that Event and for that Event Organizer. If the order is refunded, or you release free Tickets, it's removed. Event Organizers see only these combined totals, such as the share of an Event's ticket buyers who are 25–34. **They never see your date of birth, your age, or your age range tied to your name, email, or order.** We count one age range

per order (the buyer's, not their guests'), and we don't show an age-range breakdown until at least 10 ticket buyers are included, so small groups can't be used to single anyone out. Event Organizers are contractually prohibited from trying to re-identify individuals from these insights. We may also use de-identified and aggregated age-range data to improve the Platform and to produce industry benchmarks.

5. Your Fan Profile

When you're signed in, we keep a **fan profile** that summarizes the kinds of Events you're interested in. We plan to use it to suggest Events on SmrtSeats and, only if you've opted in to SmrtSeats marketing, to choose which Events to tell you about in our marketing email.

What goes into it:

- Events you view and Events you start to buy Tickets for;
- Event Organizer pages you view and Event categories you browse;
- Tickets you buy or claim (including free Tickets), online or at the box office once the order is linked to your Account;
- your answers to SmrtSeats' standard survey questions (not Event Organizers' custom questions).

From each of these we note details of the Event, such as its category, music genre, Event Organizer, city, age restriction, day of the week, time of day, and general price range. We keep running totals (for example, "8 Music Events, mostly Folk, mostly Friday evenings") and, for up to **24 months**, a record of each activity so the profile can be kept accurate. Older activity records are deleted automatically.

What we don't do:

- We **don't** record anything about Events in the Spirituality or Health categories, so your profile can't reveal religious beliefs or health information.
- We **don't** share your fan profile with Event Organizers or anyone else, and we **don't** sell it. Event Organizers never see it, even in aggregated form.
- We **don't** use information from other companies' websites or apps, and we don't use your fan profile for decisions about your eligibility for anything, prices, or access to Tickets.
- We don't record activity from Event Organizer team members on their own Events and pages.

Your fan profile is stored under the same **pseudonymous identifier** as your survey responses (see Section 4), separately from your name, email, and phone number.

Your choices: you can turn your fan profile off at any time under **Personalized recommendations** in My Account. Turning it off stops us from recording new activity and deletes your fan profile and its activity records. You can turn it back on later, and it starts again from scratch. Turning it off doesn't affect your ability to buy Tickets, your prices, or your survey fee reductions. Your fan profile is included when you use **Download my data**, and it's deleted when you delete your Account.

6. How We Share Information

With Event Organizers

When you buy or claim a Ticket, including a free Ticket, we share with the Event Organizer of that Event your name, email, order and Ticket details, refunds, and check-in status, so it can run the Event and serve

you. The Event Organizer can download this as a ticket holder list for the Event (your name, email, Tickets, order numbers, and purchase date) to email you about that Event, for example with door times or schedule changes. Our User Agreement forbids it from using that list for marketing. If you release Tickets, the Event Organizer can see that Tickets on your order were released, but not the reason you gave. It sees the total credits given out for its Events, but not your credit balance. Event Organizers also see aggregated survey insights and aggregated age-range totals of their ticket buyers (see Section 4), never your individual date of birth or age range. If you're a member of an Event Organizer team, the other members of that team can see your name, email, role, and profile photo. **Your email is shared for marketing only if you opt in to that Event Organizer's marketing** and haven't unsubscribed. In that case, the Event Organizer's marketing export includes your email, how many of its Events you've attended, and the date you consented. After an Event Organizer receives your information, its own privacy policy also applies.

With service providers

We use companies that process information on our behalf and under our instructions:

- **Google** (Firebase and Google Cloud) for hosting, databases, and sign-in;
- **Stripe** for payment processing, Stripe Connect, box office card readers, and fraud prevention;
- **Resend** for email delivery.

Stripe also acts independently under the Stripe Privacy Policy when it processes your payment.

Other sharing

- **Legal and safety:** we may share information if required by law or legal process, or to protect the rights, property, or safety of SmrtSeats, our users, or others.
- **Business transfers:** in a merger, acquisition, financing, or sale of assets, information may be transferred. We will give notice and the successor will be bound by this policy.
- **With your consent** or at your direction.

We do not sell personal information. We don't share personal information for cross-context behavioral advertising, and we don't use information about your activity on other companies' websites or apps to advertise to you. We do use your activity on SmrtSeats to recommend Events, as described in Section 5.

7. Marketing Email

Marketing email is optional and separate from transactional messages. You make two independent choices: whether to hear from each Event Organizer (one at a time), and whether to hear from SmrtSeats. You can change either at any time on the Email Preferences page or with the unsubscribe link in any marketing email. Full details are in the Marketing Communications Consent. We do not send marketing text messages.

8. Data Retention

We keep personal information for as long as your Account is active and as needed for the purposes in this policy. Fan profile activity records are deleted automatically after 24 months (see Section 5). When you delete your Account:

- **Deleted:** your login, profile and contact details (name, email, phone, ZIP code, date of birth, age range), your profile photo and its description, marketing preferences and consent history, attendance history, your fan profile and its activity records, your Event Organizer credit balances and credit history (any unused credit is forfeited), Event Organizer team memberships, and pending invitations to your email.
- **Anonymized:** your orders. Amounts, Tickets, and refunds are kept so Event Organizers' accounting, tax records, refunds, chargebacks, and payment reconciliation stay accurate, but your name, email, and account link are removed. Records of Tickets you released are kept with those orders, with your account link, IP address, and browser type removed. We generally keep order records for up to seven years.
- **Kept in pseudonymous or aggregated form:** survey responses and aggregated statistics, including age-range totals. Once your Account is deleted, they can no longer be linked to you.
- **Recorded:** a record that the deletion happened, with no personal information.

Residual copies may remain in backups for a limited time before they are overwritten. Information an Event Organizer already received (for example, a ticket holder list or a marketing export) is held by that Event Organizer. Contact it directly to have it deleted. Stripe keeps its own payment records under its policies.

9. Security

We use reasonable administrative, technical, and physical safeguards. These include encryption in transit, managed authentication, role-based access for Event Organizer teams, server-side checks on payments and sensitive actions, and storing contact information separately from survey data and fan profiles. No method of transmission or storage is completely secure. If a security breach affects your personal information, we will notify you as required by law.

10. Your Rights and Choices

You can do most of this yourself:

- **Access and portability:** use **Download my data** in My Account to get a copy of the information we hold about you. This includes your orders, survey answers, fan profile, consent history, and Event Organizer credits. You can also see your credits under **My credits** in My Account.
- **Correction:** edit your details in My Account. If your date of birth is wrong, email support@smrtseats.com and we'll correct it and your age range.
- **Deletion:** delete your account in My Account. To include box office orders bought with your email, verify your email first.
- **Profile photo:** upload, change, describe, or remove your photo in My Account. When you replace or remove a photo, we delete the old one.
- **Marketing:** manage every choice on the Email Preferences page.
- **Surveys:** skip any survey or question.
- **Fan profile:** turn **Personalized recommendations** off in My Account to stop it and delete it.

If you can't sign in, or want to make a request another way, email support@smrtseats.com. We'll verify your identity before acting on a request. We respond within 45 days, and we may extend that once by

another 45 days where the law allows. If we decline your request, you may appeal by replying with "Privacy Appeal" in the subject line, and we'll respond within 45 days. If you're not satisfied with the outcome, you may contact your state attorney general. Colorado residents can contact the Colorado Attorney General.

State privacy rights. Depending on where you live (for example, Colorado or California), you may have rights to know about, access, correct, delete, and receive a portable copy of your personal information. You may also have rights to opt out of its sale, of targeted advertising, and of profiling that produces legal or similarly significant effects. We don't sell personal information or use it for that kind of profiling. Our Event recommendations are based only on your activity on SmrtSeats, which privacy laws such as Colorado's don't treat as targeted advertising, but you can still turn them off at any time (see Section 5). If we ever do, we will honor opt-out requests, including Global Privacy Control signals. An authorized agent may make a request for you with proof of authorization. We won't discriminate against you for exercising your rights.

11. Notice of Financial Incentive

Some Events let you complete an optional survey in exchange for a reduced or waived Service Fee on that order. This may be a "financial incentive" under certain state privacy laws.

- **What's involved:** you provide survey responses (the categories in Section 4), stored under a pseudonymous identifier and used as described in this policy.
- **Free Tickets:** free Tickets have no Service Fee, so there is no financial incentive on those orders. The survey is offered only so you can help the Event Organizer if you want to.
- **How to join:** complete the survey before checkout. The fee reduction is shown before you pay.
- **How to withdraw:** skip the survey on any future order. You can also delete your account, which removes the link between you and your past responses.
- **Value:** we estimate that the value of your survey responses to SmrtSeats is about equal to the Service Fee reduction you receive. That reduction reflects the value to us and to Event Organizers of the aggregated audience insights the responses help create.

12. Children

The Platform is not directed to children under 13, and we don't knowingly collect personal information from them. You must be 18 or older to create an Account (see the Terms of Service). If you believe a child has given us personal information, email support@smrtseats.com and we'll delete it.

13. Public Information

Event listings and Event Organizer profiles are public. These can include the organization's name, address, description, and images, along with the descriptions written for those images. Fans' personal information is never shown publicly. Your profile photo isn't shown on public pages. It's visible only to you, to the members of any Event Organizer team you belong to, and to SmrtSeats staff who support your Account.

14. Where Information Is Processed

SmrtSeats operates in the United States, and information is processed and stored in the United States. If you use the Platform from outside the U.S., your information will be transferred to the U.S.

15. Changes to This Policy

We may update this policy. We'll post the new version and update the effective date. If a change is material, we'll give notice by email or on the Platform before it takes effect. Where the law requires it, we'll ask for your consent before using previously collected information in a materially different way.

16. Contact Us

If you have questions about this policy or our privacy practices, contact SmrtSeats, LLC at support@smrtseats.com.