

# PRIVACY POLICY

Infinity Experiences Inc., together with their affiliates, subsidiaries, and related entities (collectively, “**Infinity Experiences**” or “**We**”) are committed to protecting your privacy. This Privacy Policy is designed to help you understand how we collect, use, and disclose Your Information (as defined below) when you use our website, including the Box Office, online store, products and/or services (collectively, the “**Infinity Services**”).

By using the Infinity Experiences Services or by signing up to receive Infinity Experiences’ newsletters, electronic messages, text messages, news, contests, special offers and/or other written communications (the “**Infinity Experiences Messages**”), you accept the practices described in this Privacy Policy.

In this Privacy Policy, “**you**” refers to the person using the Infinity Experiences Services or signing up to receive the Infinity Experiences Messages if this person is 14 years old or over, or to a parent or legal guardian if such person is under the age of 14.

## What Information Does Infinity Experiences Collect?

Infinity Experiences collects, holds, and uses the information that you knowingly choose to disclose and enter on any of the Infinity Experiences Services or that you otherwise give to Infinity Experiences and that can be used to identify you, such as your name, email address, postal address, shipping address, phone number, age, company/organization, credit card number and information, location, mobile and/or computer device IDs and IP address (collectively, “**Your Information**”).

You can choose not to provide certain of Your Information, but then you might not be able to take advantage of some of the Infinity Experiences Services or their features or functionalities. You may contact Infinity Experiences to address any related issue (See Section “Contact Infinity Experiences about Privacy” below).

Infinity Experiences also gathers and may allow third parties to collect Your Information generated by your computers or other devices when you interact with the Infinity Experiences Services or Infinity Experiences Messages (e.g., IP address, browser type and operating system). See Section “Use of Cookies” below for more information on this topic.

## Why does Infinity Experiences Collect Your Information?

Infinity Experiences collects, holds, and uses Your Information to:

- Create your user account, when applicable;
- Communicate with you concerning your account and provide timely customer service when needed;
- Track your location for the purpose of identifying the content of the Infinity Experiences Services that is currently available to you;
- Respond to and perform your requests related to Infinity Experiences Services;
- Process the order, purchase, or other transaction made through the Infinity Experiences Services, when applicable;
- Deliver the Infinity Experiences Services that you have ordered, purchased or otherwise requested;
- Communicate with you concerning the orders, purchases or other transactions that you made through the Infinity Experiences Services, or the events related thereto, including post-experience surveys and research studies;
- Communicate with you about a draw or contest that you chose to participate to;
- If you have consented to receive such information, sign you up and provide you with Infinity Experiences Messages and/or those of its partners and licensors;
- Optimize your visit and your experience on the Infinity Experiences Services; and
- Recommend you content based on your use of the Infinity Experiences Services.

Infinity Experiences uses Your Information for the purposes set forth above (the “**Purposes**”) on a contractual basis (e.g., to provide you with the Infinity Experiences Services) or because you have consented to such Purposes. Infinity Experiences may however also rely on other legal grounds, for example, when the use of Your Information is necessary for Infinity Experiences’ legitimate interests or for compliance with any legal obligations it is subject to.

## When and How does Infinity Experiences Share Your Information with Third Parties?

Infinity Experiences does not rent or sell any of Your Information to third parties and will not share it with third parties without your consent, except as set forth in this Privacy Policy or as necessary under applicable law.

Infinity Experiences may disclose Your Information to its partners, licensors, and joint ventures to the extent such disclosure is required for the Purposes. For example, Infinity Experiences may share Your Information such as your name and email address with the promoter of the event to which you bought tickets to, and such promoter may contact you in relation to such event.

Infinity Experiences may use third parties to facilitate its business, such as online e-commerce platforms (e.g., Ticketure, Shopify), payment processors, hosting service providers, contractors providing research and survey services, contractors providing customer support services, contractors sending out Infinity Experiences Messages and other messages, including text messages, concerning the orders, purchases, or other transactions that you made through the Infinity Experiences Services or the events related thereto (e.g., MailerLight). Such third parties may have access to Your Information collected by Infinity Experiences for a limited period of time in connection with these business activities, but Infinity Experiences implements reasonable contractual and technical protections in order for these third parties to keep Your Information strictly confidential. Please note that these third parties may be in other countries than Canada or your country of residence where the privacy laws can differ.

Infinity Experiences may also disclose Your Information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform with the law; (b) comply with the order of a competent judicial authority in any jurisdiction; (c) comply with legal process served on Infinity Experiences; (d) protect and defend the rights or property of Infinity Experiences; (e) enforce or verify your compliance with any part of the agreements that you enter into with Infinity Experiences, if any; (f) prevent fraud or other illegal activity perpetrated through the Infinity Experiences Services; or (g) act in urgent circumstances to protect the personal safety of users of the Infinity Experiences Services or the public at large.

## Third-Party Material, Platforms and Websites

The Infinity Experiences Services may include content, advertisements, sponsorships, promotions and/or hyperlinks, which give you access to other websites, tools, content, products, services or platforms owned or operated by third parties. Please carefully read the privacy policies of such third parties that collect personally identifiable information to understand their data collection practices. This Privacy Policy applies only to Your Information collected and processed by Infinity Experiences or on its behalf.

The Infinity Experiences Services may sometimes offer you the possibility to post and share information regarding your activity on the Infinity Experiences Services to journals, blogs, message boards, classifieds or any other form of social media platform or public forum (collectively, “**Social Media**”). If you chose to post or share any such information on Social Media, the use of such information will be governed by the privacy policies of such third parties. You acknowledge and agree that you are solely responsible for any use of the information that you decide to post or share on Social Media using a functionality or feature on the Infinity Experiences Services.

## How Long Will Infinity Experiences keep Your Information?

Infinity Experiences will retain Your Information only for as long as necessary to fulfill the Purposes for which it was collected, or as required for Infinity Experiences’ legitimate interests, or to comply with applicable law, tax, or regulatory requirements. After such time, Your Information will be destroyed, deleted, or made anonymous.

## How Does Infinity Experiences Protect the Children’s Privacy?

The Infinity Experiences Services are only available to individuals aged 14 years or older. Infinity Experiences does not knowingly collect, hold, or use any personal information from children under the age of 14, unless a parent or legal guardian has consented to it. If you believe that personal information has been collected from children under the age of 14 without your prior consent, you may contact Infinity Experiences (See Section “Contact Infinity Experiences about Privacy” below).

## Infinite Experiences Messages

If you have consented to receive such information, Infinite Experiences may send you Infinite Experiences Messages about the Infinity Experiences Services, the events related thereto, and/or about products and/or services of its partners and licensors. Separate Infinity Experiences Services and lines of business may send separate Infinity Experiences Messages. You may opt-out of receiving Infinite Experiences Messages as set forth in the Section “Contact Infinite Experiences about Privacy”, or by clicking on the unsubscribe link included on a Infinite Experiences Message. Infinite Experiences may continue however to send you Infinite Experiences Messages to inform you about service issues or important notifications relating to a Infinite Experiences Service that you ordered, requested, or purchased, or an event related thereto, or to provide you with important information on your user account.

## Security of Your Information

Infinite Experiences takes appropriate precautions to protect Your Information, including the use of physical, electronic, and procedural safeguards that comply with applicable regulations (e.g., firewall, encryption, pseudonymization).

## Cookies

A cookie is a small text file with a piece of data that is stored in a dedicated location on your computer or other Internet-connected devices when you use an online service using your browser. Other tracking technologies, such as web beacons, tracking pixels, and mobile identifiers, may also be used for similar purposes. In this Privacy Policy, all of these tracking technologies are collectively referred to as “Cookies”.

Infinite Experiences uses essential Cookies on the Infinity Experiences Services, which are Cookies that are necessary for the proper functioning of the Infinity Experiences Services and which cannot be configured or disabled. More particularly, these essential Cookies are used to remember personalized user preferences, to provide users with key features of the Infinity Experiences Services, to authorized access to certain content and to protect the Infinity Experiences Services against attempted fraud.

Infinite Experiences and/or its third-party partners (e.g., analytics service providers and Social Media) also use non-essential Cookies in connection with the Infinity Experiences Services and the Infinity Experiences Messages. These non-essential Cookies may be used to provide you with a tailored experience when you visit and use the Infinity Experiences Services, to understand traffic patterns on the Infinity Experiences Services, to push notifications, to analyze how the Infinity Experiences Services are accessed, used, or performing, to help us measure and improve the effectiveness of the Infinity Experiences Messages and to determine whether the Infinity Experiences Messages have been opened and if the recipients have clicked on the links they contain. The information collected may be shared between Infinite Experiences and its third-party partners and may be combined with other information that you have provided to these third parties or that they have collected through your use of their services. Infinite Experiences’ third-party partners include Google Analytics, Google Tag Manager, MailerLight, Tilda, Facebook and LinkedIn.

Non-essential Cookies can be managed and/or disabled through your browser’s Cookie settings and, in the case of the Infinity Experiences Messages, by contacting Infinite Experiences as provided in the section “Contact Infinity Experiences about Privacy”. If you refuse Cookies, you may not be able to use all the functionalities or features of the Infinity Experiences Services.

If you want more information about how to manage and/or disable non-essential Cookies, visit <http://www.allaboutcookies.org/manage-cookies/>. To opt out of being tracked by Google Analytics, visit <http://tools.google.com/dlpage/gaoptout>.

All information collected by Infinite Experiences, or on its behalf, using Cookies is treated with the same level of confidentiality as Your Information that you otherwise provide to Infinite Experiences.

## Do Not Track

Web browsers can transmit “Do Not Track” (or “DNT”) signals indicating that a user does not want their activity over time and from one website to another to be tracked. Currently, there are no universally accepted standards for the interpretation of these signals, but work to reach consensus is underway.

## Storage and International Transfer of Your Information

By using the Infinity Experiences Services, you are consenting to have Your Information transferred to and processed in Canada, the United States and/or the European Economic Area. Your Information will be held by Infinity Experiences in Canada, the United States and/or the European Economic Area.

Infinite Experiences takes steps to ensure that Your Information is adequately protected by appropriate technical, organizational, contractual, or other lawful means. If you would like to obtain more information on these security measures, please contact Infinite Experiences as set forth in the Section “Contact Infinite Experiences about Privacy”.

## Non-Compliance

Infinity Experiences will take prompt corrective action when it learns of any failure to comply with this Privacy Policy. Infinite Experiences will not be liable for any incidental, consequential or punitive damages relating to this Privacy Policy.

You may file a complaint with a competent authority at any time if you believe that Infinity Experiences is not processing Your Information in a manner that is compliant with this Privacy Policy or with applicable law.

## Changes to the Privacy Policy

Infinite Experiences frequently revises this Privacy Policy to keep it up to date with applicable legislation. Updated notices may be used to alert users to recent changes, but the posting of the revised Privacy Policy on the Infinite Experiences Services shall be considered sufficient notice to you. Unless stated otherwise, Infinite Experiences’ current Privacy Policy applies to Your Information.

## Contact Infinity Experiences about Privacy

If you have questions about the privacy aspects of the Infinity Experiences Services, would like to know more about Infinite Experiences’ legitimate interests, would like to make a complaint, to withdraw your consent (if any), to object to the use of Your Information by Infinite Experiences, to request access to Your Information held by Infinite Experiences, to modify, delete or correct Your Information as held by Infinite Experiences, if you wish that Infinite Experiences discontinues or limits the use of Your Information, or if you wish to receive a copy of Your Information held by Infinity Experiences in a structured, commonly used and machine-readable format, please contact us by phone at 1 855 526-8888, by email at [dataprotection@theinfiniteexperience.world](mailto:dataprotection@theinfiniteexperience.world), or by mail addressed to Infinity Experiences, Attn: Customer Support re Privacy, 407 Saint-Pierre Street, Montréal, Québec, H2Y 2M3, Canada.

Your request may be accepted or denied by Infinity Experiences based on the applicable law.

Infinity Experiences is the data controller for the purposes of the personal data processed under this Privacy Policy.

## Language

It is the express wish of the parties that this document and all related documents, including notices and other communications, be drawn up in the English language only. *Il est de la volonté expresse des parties que ce document et tous les documents s’y rattachant, y compris les avis et les autres communications, soient rédigés et signés en anglais seulement.*

*Last updated: December 14th, 2021.*