



## Privacy Policy

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### Data Protection Privacy Policy

- Mission Impossible Hospitality Ltd respects the importance and sensitivity of any personal data of our customers and business contacts. We are committed to protect your privacy and to process your data in accordance with the Singapore Personal Data Protection Act (No. 26 of 2012) ("**PDPA**") and other relevant legislation.
- This Policy explains how we collect, use and protect your personal data and how you can limit our use of that data. Please read this Data Protection Privacy Policy ("**Policy**") carefully.
- As an authorised ticket agent, Mission Impossible sells tickets on behalf of third parties who provide or sponsor an event, or who operate a venue where we hold events. We refer to these artists, agents, producers, promoters, record labels, teams and venues from whom we obtain tickets for sale to you as our "**Event Partners**". We may share your information with our Event Partners as well as other 3<sup>rd</sup> parties service providers, as detailed in this Policy.

Mission Impossible is responsible for the processing of your personal information in accordance with the Data Protection Act 1998. (UK)

## What is Personal Data?

- Personal data is data about you from which you can be identified either on its own or together with other information to which we have or are likely to have access to.
- PDPA does not impose specific restrictions to handling of business contact data, including your business position and business contact details, where you have provided such information to us in a business context and not only for personal purposes.
- If you have provided personal data about another person, you confirm that they have appointed you to act on their behalf and to consent to the processing of their personal data and that they are informed of our identity and the purposes (as set out below) for which their personal data will be collected and processed.

## Types of information we may collect from you

### We use the following information for the purposes described in this Policy:

- **Contact and account information.** We will hold contact information you provide to us, including your name, address, phone number, email, country of residence, preferred language) when you create a Mission Impossible account, buy a ticket and/or participate in our competitions or promotions.
- **Payment and billing information.** We will hold payment and billing information you provide to us, including credit card number and postal code when you buy a ticket as well as other information pertaining to a purchase like location of purchase, time of purchase, frequency of purchase and rewards earned and redeemed. We may also store your payment and billing information for future ticket purchase convenience if you have elected to make that option.
- **Membership card information.** We will collect data including your card number, card transaction, loading value, redeeming value and balance.
- **Information you post online.** We will hold information you post on our website or on a third-party social media site to which we have access (including reviews you post or surveys you complete). Take note that when you post information online, you must not infringe the rights of others (including privacy rights). Be aware that others may use, share, tag and/or re-publish your information in ways that you might not expect (including in ways that are unlawful). Be informed that we and others (including our Event Partners) may use and re-publish any data you post online publicly, on our website or when using apps or social media tools.
- **Information on your preferences.** We may collect information about events you like or products you buy or show interest in (e.g. as part of a survey or from your review of an event). We may also hold information on interests and demographic categories inferred from your interactions with us in order to provide you a better service and to provide you with tailored information.
- **Website usage information.** If you use our website, we may collect information about the browser and device you're using and your IP address. We might look at what site you came from, what you did and didn't use our site for, how long you stayed on our site or what site you visit when you leave our webpage. We may further collect aggregated data or anonymised data. (See more below

on Cookies and other automated collection)

- **App(s) usage information.** If you use our app(s), we may collect your GPS location or your device's unique identifier. We might also collect the type of device you are using and the version of the operating system device is running. We might look at how often you use the app and where you downloaded it.
- **Email response information.** In relation to emails we send you, we may use cookies and other technologies, such as pixel tags to collect information on how you respond to such emails, for example, the number of times the email is opened or the links in them are clicked.
- **Other information about your interactions with us.** For example, if you interact with us via a box office, email, telephone or social media platforms (e.g. Facebook).

## How we might use your information

- **To provide you with products, services and support.** In our normal business operations, we will need your personal information, including financial information, to complete your order. Sometimes, we may need your information to resolve disputes and troubleshoot problems and to ensure we follow through on your requests.
- **To send you communications related with your transaction or use of our website.** We will need to send you a purchase confirmation email and other communications regarding the event that you have purchased tickets for. We might also ask you to review an event you attended and contact you about updates to this Policy or any of our other policies or terms.
- **For marketing purposes.** With your consent, we may contact you via email, text message, telephone or other means with information or offers. We may also send you information or offers on behalf of our Event Partners or other businesses.
- **To identify trends and interests.** We use your information to understand your preferences so we can improve and customise our offering to you. We may combine information we get from you with information about you we get from third parties.
- **To monitor and improve our products, services, and website.** We analyse your information and those of other customers to improve our understanding our customer base in general. We do this so that we can make better decisions about our services, advertising, products and content.
- **To prevent or detect unlawful behaviour or to protect or enforce legal rights.** We may use your information to prevent ticket touting, misuse of our or our Event Partner's intellectual property, or fraud (including credit card fraud) or other crimes.
- **For market research purposes.** We may contact you as part of market research we are carrying out. You can choose not to participate.
- **To provide you with targeted advertising.** We may work with other companies to present advertisements we think you may be interested in. This may include advertisements displayed on our own websites or apps, or advertisements from us displayed on other companies' sites or the

content of our emails. This is known as 'online or third party behavioural advertising'.

- **As otherwise permitted by law.** In limited circumstances, we may also use your information for other purposes where permitted by law.

## How we collect your information

- **Directly from you.** When you create an account, register for a promotion, enter a contest, download an app or buy tickets, post a comment on our website or social media platforms, ask us a question, email us or interact with Mission Impossible's customer service officers and employees.
- **Through your use of our website and apps.** We use cookies and other technologies in our website, emails and apps to collect information about your usage to provide targeted advertising.
- **From third parties.** If you use an integrated social media feature on our website or app, the third-party social media site will give us certain information about you.

## Cookies & other automatic collection

We collect statistical and behavioural data from time to time which is stored for analytical purposes. This information is anonymous in nature and does not count as personal data as it does not reveal your personal identity. Information of this nature includes, but is not limited to:

- **Website visit information.** This includes information like the server address, date and time of visit, pages accessed, time spent on site, information downloaded and type of browser used.
- **Cookies.** Mission Impossible uses cookies on selected pages of its site. Cookies are small data files placed onto your computer hard drives that record certain technical information about your Internet usage. Most cookies are deleted the moment you end your current browsing session. We use cookies in several ways, but not limited to:
  - Track promotional advertisements
  - Detect your web browser's capabilities
  - Maintain login and purchase information
  - Tag a unique identifier to your computer to generate statistics regarding site usage

You have the option of declining the use of cookies depending on the type of browser that you are using.

- **Web beacons/ Pixel tag/ Clear gif.** These are typically a one-pixel image used to transmit information from your computer and mobile device to a website. They tell us, for example, which emails have been opened and which links have been accessed, so we can measure how effective our campaigns and promotions are as well as improve our site design and product offerings.

## LIST OF COOKIES WE COLLECT

The table below lists the cookies we collect and the type of information they store.

COOKIE name	COOKIE Description
CART	Associated with your shopping cart
CATEGORY_INFO	Allows pages to be displayed more quickly
COMPARE	The items that you have in the Compare Products list
CUSTOMER	An encrypted version of your customer id
CUSTOMER_AUTH	An indicator if you are signed into the store
CUSTOMER_INFO	An encrypted version of the customer group you belong to
CUSTOMER_SEGMENT_IDS	Stores your Customer Segment ID
EXTERNAL_NO_CACHE	Indicates whether caching is on or off
FRONTEND	Your session ID on the server
GUEST-VIEW	Allows guests to edit their orders
LAST_CATEGORY	The last category you visited
LAST_PRODUCT	The last product you looked at
NEWMESSAGE	Indicates whether a new message has been received
NO_CACHE	Indicates whether it is allowed to use cache
PERSISTENT_SHOPPING_CART	A link to information about your cart and viewing history if you have requested from the site
RECENTLYCOMPARED	The items you recently compared
STF	Information on products you emailed to friends
STORE	The store view or language you have selected
USER_ALLOWED_SAVE_COOKIE	Indicates whether a customer authorised cookies
VIEWED_PRODUCT_IDS	The products that you recently looked at
WISHLIST	An encrypted list of products added to your wish list
WISHLIST_CNT	The number of items in your wish list

## Options in securing your personal data & withdrawal of consent

During account creation, ticket purchase or downloading of our apps, you have the right to give your consent and customize the amount of personal information you wish to share.

However, note that by allowing only partial consent, you might not be able to make full use of all the features we offer.

You can opt out of the following:

- **Marketing communications including newsletters.** You can opt out of receiving marketing communications by unsubscribing the service via your account profile online. It may take about 14 days to process your request.
- **Marketing communications from our Event Partners.** You can get in touch directly with the Event Partner with whom you have previously given consent to receiving marketing communications should you no longer wish to receive them. You may contact us for contact details of our Event Partners.

- **Use of cookies and tracking tools.** You can disable cookies depending on the type of browser that you are using.
- **Notifications on your devices.** You can turn off the GPS locator or push notifications by changing the settings on your phone.

If you have any difficulty amending your privacy options, you may contact our Data Protection Officer (see below)

## Sharing and disclosure to third parties

- **Mission Impossible's subsidiaries.** Your information may be shared within our group companies for any of the purposes referred to in this Policy.
- **Event Partners.** Your information may be shared with Event Partners whose tickets you have purchased, so that they can fulfil the order as well as analyse customer behaviour, provide a better service and support to customers, and for any other purpose described in our Event Partners' privacy policies (including marketing).
- **Commercial/ Business Partners:** In the case where your tickets are purchased in conjunction with a promotion or rewards programme provided by another company, we may receive and/or share your personal information with that company.
- **Third party service providers.** We may share your information with external parties who provide services to us that includes, but not restricted to: mailing house, a courier, a call centre provider, a market research company or online behavioural advertising companies.
- **Third parties who provide goods and services purchased by you via our website.** If you have purchased other third party products and services, like ticket insurance or merchandise from our website, your information may also be shared for them to process and fulfill your order.
- **Compliance with legal or regulatory requirements or to protect ourselves, our Event Partners or third parties.** We may also share information requested by a government agency or other authorised body or organisation, to protect or enforce our rights or the rights of our Event Partners or third parties, or in the detection and prevention of fraud (including credit card fraud) and other criminal activity.

As a matter of policy, your personal data will not be shared or disclosed without your expressed consent, save as otherwise where required or permitted by law or for purposes as stated above. Note that your information may be transferred outside of UK. In this case, we will nevertheless seek your consent and comply with our obligations under PDPA to ensure that the recipients of your personal data are bound by legally enforceable obligations to provide a comparable standard of data protection under PDPA.

## Protecting your data

Mission Impossible employs industry standard efforts to protect the confidentiality of your personal data which includes:

- a) storing your data on secure servers
- b) putting in place processes and security measures to prevent unauthorized access, collection, use, disclosure, copying, modification, disposal or similar risks in relation to your data
- c) regularly reviewing existing policies and keeping up to date on new developments with regards to security and encryption technologies

However, we cannot ensure or warrant the total security of any information transmitted from our online products and services given that no data transmission over the Internet can be guaranteed as totally secure.

## Retention of personal data

- Your personal data is stored for as long as it is required to fulfill the purposes of which it was collected for or as required or permitted by law.
- When your data is no longer required, we will destroy it or remove it permanently from our systems, files and other records. We may also remove any identifying information so that it will become anonymised data.

## Access to your personal data

- You may request access to the personal data we hold about you as well as learn how we have used and who we have disclosed your personal data to in the past 12 months. This is subjected to whether, by doing so, we will be revealing personal data of other individuals, or whether investigations or proceedings are ongoing or would threaten other individual's health or safety.
- Each request will be reviewed and ascertained if the burden or expense of providing the information would be reasonable to us or disproportionate to your interests.
- We reserve the right to charge an administrative fee to any request you make to access personal data we hold or have disclosed to external parties in relation to you in the past 12 months.
- You may also contact us to correct any inaccurate information with regards to your personal data, save where such corrections should not be made or are not required or permitted by law.
- We will endeavour to respond to your data access or correction requests within 30 days.

## Use of this site by minors

You are required to be at least thirteen years of age to use our website or to give us any information about you without the supervision of your parent or a legal guardian.

## **Data protection officer**

You may reach out to our data protection officer by email at [info@mitickets.com](mailto:info@mitickets.com) for the following:

- 1) Clarifications to this Policy
- 2) Opt-out of our marketing updates or that of our Partners
- 3) Update or correct your personal data

You may also contact the officer by post at Mission Impossible Hospitality Ltd  
Bentinck House 3-8 Bolsover Street London W1W 6AB

## **Access to 3<sup>rd</sup> party sites**

The Mission Impossible website contains links to other external websites. This Policy does not apply to the privacy practices of those websites. Read the privacy policy of other websites carefully. We are not responsible for the privacy policies, content or security of these third party sites.

## **Changes to this policy**

Mission Impossible reserves the right to update, modify or change our Policy from time to time. All changes will be posted on this section. We recommend that you check our site periodically for updates.

Last Updated: 12 JULY 2018