

Vibra Urbana

Privacy Policy

Revised November 24, 2021

BY USING OR ACCESSING THIS SITE, YOU AGREE AND ACCEPT THE PRACTICES OUTLINED IN THIS PRIVACY POLICY.

At Trac Projects LLC we are committed to providing quality events and customer experiences while protecting your privacy and information as our valued customer. The following privacy policy describes how Trac Projects, LLC and its subsidiaries, parents and affiliated companies ("Company" "we" or "us") collects, uses, and shares your personal information when you use our website <https://www.vibraurbanafest.com> (the "Site") and purchase tickets to the Vibra Urbana festivals ("Web Services"). By submitting information to us, or by continuing to use this Site and any of our Web Services, you agree to the following privacy policy ("Privacy Policy"). For more information and details, please feel free to contact us at the information included at the bottom of this Privacy Policy.

Information We Collect

When you submit your information on the Site or purchase a ticket (via the Site or a third party site), we will ask you to provide some personal information. This personal information includes your name, phone number, birthday, geographic location, and email address ("Personal Information"). We use this information to provide you with your purchased tickets, updates and information on the Vibra Urbana music festivals, and promotional material regarding upcoming shows, merchandise and events. We also collect certain "Non-Personally Identifying Information" which is information that, without the accompaniment of additional information, cannot directly identify a specific person.

We may also collect information from third party partners and websites that may be used as part of the Web Services. We may collect Non-Personally Identifying Information related to how you use the Web Services and our Site in order to improve the experience for you and others. In addition, we may collect information from and about the devices you use to access the Web Services. This includes things like IP addresses, the type of browser and device you use, the web page you visited before coming to our Site, and identifiers associated with your devices.

Children's Information

We do not knowingly collect or use information from children under 13 without the consent of a parent or guardian.

Cookies and Other Technologies

When you visit our Site, we may collect certain Non-Personally Identifying Information about your device and your interaction with our Site including information about your web browser, IP address, search terms used, referring/exit pages, and date and time stamps. Although such information is not Personal Information, it may be possible for us to determine from an IP address a user's Internet service provider and the geographic location of that person's point of connectivity as well as other statistical usage data. We have a legitimate interest in using technologies like cookies and pixel tags to provide, improve, protect, and promote our Web Services.

Cookies are small text files stored on your device and used by web browsers to deliver personalized content. Cookies and such other statistical data help us understand how you are interacting with our Web Services, so that we can improve them based on that information. You can set your browser to limit or deny cookies, but please keep in mind that certain features of the Site and Web Services may not function properly without the aid of cookies. To learn more about how to disable cookies, visit <http://www.allaboutcookies.org>.

Pixel Tags (or Web Beacons) are pieces of code embedded in the Web Services that collect information about engagement with the Site. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include pixel tags in emails to understand whether messages have been opened, acted on, or forwarded.

We may use analytics and third-party tools, such as Google Analytics to process analytical information regarding our Web Services. These analytical providers use cookies in order to collect demographic and interest-level information. Cookies allow analytical providers to collect and share information about users including age range, gender, geographic regions, general interests, and details about devices used to visit the Site and use the Web Services. For more information regarding our analytical providers' use of cookies, collection of information, and how to opt-out, please visit [Insert web page of analytical provider here].

Bases for Collecting and Processing Your Information

We collect and use your Personal Information in order to: (i) provide you with products and services; (ii) to respond to your requests or inquiries; (iii) to improve our products and services; (iv) to improve our website; and (v) to provide the Web Services in a reliable and secure manner. We also collect and use Personal Information for our legitimate business needs to communicate and deliver the Web Services to you, including for marketing and promotional purposes. Users of this Site are under no obligation to provide Personal Information of any kind, with the understanding that refusal to do so may prevent you from using certain Site features.

Marketing

We occasionally contact existing, new, and prospective customers with information about updates, new events, promotions, or company news. You may "unsubscribe" or opt-out of any

such marketing content by clicking “unsubscribe” on any Company marketing email and adjusting your preferences, or by contacting us at info@vibraurbana.com.

How We Share Information

We may share Personal Information as discussed below, but we will never sell or rent it to advertisers or other third parties.

Our Employees, Partners, or Contractors. We may share your Personal Information and Non-Personally Identifying Information internally with our team when necessary to help us provide, improve, protect, and promote our Web Services. Our employees, partners, or contractors will access your Personal Information only to perform tasks on our behalf in compliance with this Privacy Policy.

Third Parties. We may share your Personal Information and Non-Personally Identifying Information with third parties (i.e., manufacturers or distributors) or individuals hired as independent contractors to assist us in completing the Web Services for you in some cases. These third parties will access your Personal Information only to perform tasks as necessary on our behalf. Please keep in mind that while we encourage third parties involved to adhere to this Privacy Policy, we do not assume any responsibility for the actions or omissions of third parties.

Legal. We may disclose your Personal Information and Non-Personally Identifying Information to third parties if we determine that such disclosure is reasonably necessary to comply with any applicable law, regulation, subpoena, legal process, or appropriate government request.

Business Transfers; Bankruptcy. We reserve the right to transfer all Personal Information in its possession to a successor organization in the event of a merger, acquisition, bankruptcy, or other sale of all or a portion of Company’s assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personal Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of such change and the opportunity to opt-out. Personal Information submitted or collected after a transfer, however, may be subject to a new privacy policy adopted by any successor organization.

This Site is hosted in the United States of America and is subject to US state and federal law. If you are accessing the Site from other jurisdictions, please be advised that you are transferring your Personal Information to the United States, and by using this Site, you consent to such transfer and use of your information in accordance with this Privacy Policy.

How We Protect Personal Information

Security. We attempt to protect all Personal Information according to company security standards and practices, and we continually evaluate new technologies to enhance such measures. We use reasonable electronic and physical measures to protect Personal Information from loss, theft, alteration, or misuse. However, please be advised that even the best security

measures cannot eliminate all risks, and you assume such risk by entering your information and continuing to use this Site and Web Services.

User Controls. You can limit the way we collect and use your information by making a specific request, or refusing to accept the use of cookies on our Site.

Third Party Links

Our Web Services and this Site may use and contain links to third party websites that are not controlled by Company. These third party links are made available to you for convenience and to help us efficiently perform the Web Services. You agree to use these links at your own risk, as third parties are under no obligation to comply with this Privacy Policy with respect to Personal Information that you provide directly to third parties, or that such third parties collect themselves. Please be aware that Company is not responsible and will not be held liable in any way for the content of third-party websites linked to the Site, or such third-party's data collection or use. This Privacy Policy only applies to the information that we collect from you while you are actively using the Site or Web Services. If you should follow a link to a third party website, we strongly encourage you to carefully review such third party's privacy policy.

All ticket purchases go through our e-commerce partner, SeeTickets.us ("SeeTickets"). SeeTickets may process your personal information to fulfill such e-commerce services and may monitor and record Non-Personally Identifying Information to improve its products and services. Any such information shared with SeeTickets will be governed by SeeTicket's privacy policy which can be found at <https://explore.seetickets.us/privacy/>.

Information Removal/Opt Out

Removal. We will remove your Personal Information upon request and cease any and all use for marketing purposes. Please keep in mind that a backup of your data may be kept in our archive subject to company retention policies or legal obligations.

Opt Out. You may opt out of future promotional contacts from us at any time. You can do this by clicking the "unsubscribe" link located at the bottom of Company's emails, or by contacting us via email at info@vibraurbana.com.

Retention of Your Information

When you use our Site or the Web Services, we will retain your Personal Information for: (i) as long as you have a valid agreement with us; (ii) as long as we are legally required to; or (iii) as long as we need it to provide you with the Web Services. Please note that we may further retain your information in accordance with our standard backup, archiving, and retention policies, and to comply with our legal obligations or enforce our agreements.

Our Right to Revise

We may revise this Privacy Policy from time to time, and will post the most current version on our Site. We ask that you review this page periodically to ensure continuing familiarity with the most current version of our Privacy Policy.

California Consumer Privacy Act (CCPA)

If you are a resident of California, you have the right to access the Personal Information we hold about you (also known as your “Right to Know”), to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us at the information listed below.

Your Right to Control Your Information

You have control over your Personal Information and how it is collected, used, and shared. For example, you have a right to:

- Request that we erase all or some of your Personal Information [at your discretion].
- Change or correct your Personal Information. You can manage the contact information that we have on file by reaching out to us at the contact information detailed below. In some cases, we may ask that you provide additional information in order to verify your identity and make such changes or corrections.
- You may designate an authorized agent to make a request on your behalf. The authorized agent may submit a request and will be required to provide proof that they have been authorized to act on your behalf. If the authorized agent does not provide such proof, you will be required to confirm your identity and the authenticity of the request.

For purposes of the CCPA, Company does not “sell” Personal Information, and we do not discriminate against customers who choose to exercise their rights under the CCPA.

Shine The Light Law

We do not disclose Personal Information obtained through our Site or Web Services to third parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code §1798.83.

Global Data Protection Regulation (GDPR)

If you are located in the European Economic Area (EEA), you have certain rights with respect to your Personal Information, including the right to access, correct, or delete such Personal Information that we collect and/or process through your use of this Site and/or the Web Services. Company only collects and processes Personal Information of EEA users either: (i) with your consent; (ii) for the performance of a contract between you and Company; (iii) to comply with our legal obligations; (iv) or for our legitimate business interests, which do not override your fundamental rights and freedoms. If you are a user in the EEA, you can do the following with respect to your Personal Information:

- Request a copy of your Personal Information (please note that we may request additional information from you to verify your identity before we disclose any information to you);

- Request that your Personal Information be corrected or deleted;
- Request that your Personal Information be ported to a new service;
- Object to the processing of your Personal Information by withdrawing your consent and asking us to stop using your Personal Information (i.e. “unsubscribe” or “opting out”). Please note that you will continue to receive transactional messages related to our Web Services and you purchases even if you unsubscribe from marketing communications);
- Notify your Data Protection Authority (DPA) if you feel that we have failed to comply with data protection laws.

Do Not Track

Please note that because there is no consistent industry understanding of how to respond to “Do Not Track” signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

How To Contact Us

If you have any questions about this Privacy Policy, or if you would like to change your preferences, or exercise any rights as listed above, please contact us via email at info@vibraurbana.com.