

PRIVACY POLICY

Silicon Valley Comic Con, LLC ("SVCC") is committed to protecting your privacy and providing a safe online experience for all of our users. For purposes of this Privacy Policy, the terms "we," "us," "our", "SVCC" and "Silicon Valley Comic Con" refer to Silicon Valley Comic Convention and all other affiliates of Silicon Valley Comic Convention. "You" and "your" refer to you, as a user of our website. Because we gather certain types of information about and from users so that we can fulfill your requests and better serve your needs, you should fully understand the terms and conditions surrounding the collection and use of this information. This privacy policy discloses what information we gather, how we use it, how to correct or change it, and what steps we take to safeguard personal information provided to us both online and offline. By using our website at <http://www.svcomiccon.com/> ("Website"), you consent to our collection and use of your personal information as described in this Privacy Policy. If you do not agree to these terms, please do not access or use this Site. This Privacy Policy applies to individuals and we reserve the right to change this Privacy Policy, along with related procedures, at any time.

We urge you to read the complete policy below and contact us if you have any questions, but offer this short summary to highlight key points.

- We collect personal and non-personal information from you to provide information and service, to understand your interests, and to conduct our business, and may combine it with information we receive from third parties.
- We may share personal and non-personal information about you with third parties in the circumstances described in this policy.
- We use cookies, web beacons and other technologies to provide personalized content and certain functionalities, and better to understand the features our visitors prefer.
- We reserve the right to share information to satisfy a legal request, protect people or property, and in connection with a sale or transfer of one or more of our business or units or operating functions.
- We employ reasonable procedures to protect the personal information you send to us. Sensitive information is encrypted during transmission to and from our sites. However, we provide no guarantees that your data will always be secure.

SVCC may offer links to or from websites we control to sites operated by third parties. We offer links to third party sites so that you can conveniently visit our vendors and advertisers or locate other content likely to be of interest. We are not responsible for the content, practices, or policies of sites operated by third parties and urge you to inquire about them before providing any personally identifiable information.

This policy applies to information we collect in e-mail, text, and other electronic messages between you and any website we control, or through mobile and desktop applications you download from the Websites, which provide dedicated non-browser-based interaction

between you and any website we control. By accessing or using our website, you agree to this Privacy Policy.

Children.

Our Website is not for use by any individual under the age of 13. We do not knowingly collect information from any individual under the age of 13. For individuals under the age of 18 (or the age of majority in their state of residence), we may request consent from a parent prior to using some features of our Website. SVCC encourages all parents and guardians to instruct their children in the safe and responsible use of personal information on the Internet. We will not knowingly collect, use, or disclose to third parties any personal information collected from children under 13 and use confirmed industry practices to ensure compliance with this Privacy Policy, the Children's Online Privacy Protection Act of 1998 (COPPA), and other applicable laws.

Information We Collect About You.

Generally, you can visit our website, read articles and other materials, and check on offerings without giving us any "personal information" (defined below). So that we can provide our users with the most efficient and enhanced personalized service, we request information about you in certain circumstances, and collect certain information automatically. We also use contact lists and other information we may obtain from third parties. Our website allows you to purchase tickets from our authorized vendor. To purchase tickets, you will be required to provide personally identifiable information and payment information.

Personal Information

By "Personal Information" we mean information that identifies you individually, such as names, mailing addresses, and/or email addresses. This term does not include other kinds of electronic information, which theoretically could be used to identify you, such as the IP address of your computer (which, if combined with the time of access and information from your internet service provider, could be used to identify you by name). Such other electronic information also includes browser type, domain name, the referring website address, etc. We use this automatically collected electronic information to facilitate your online experience at our websites.

We collect from you personal information when you make a purchase, subscribe to one of our newsletters, or enter a promotion. Website visitors may register to receive our email services, respond to a survey, or enter online contests and sweepstakes.

The information we collect may include your email address, name, address, phone number, age, gender, hobbies, family information, and similar demographic information or information

related to your interests. To purchase services from our website, you will need to provide a valid payment option and provide sufficient information to verify your identity to process such payment requests. Of course, you may decline to provide even "required" information, but will then be unable to participate in those website activities.

Information you provide will be used for customer service, communication, account servicing, and marketing. Some information will be aggregated or modified to meet the requirements of the service provided.

How Do We Use Cookies?

SVCC may use "cookies" in connection with operation of its website. Cookies are small pieces of information that are stored on your computer by the SVCC website server(s). Cookies are used for record-keeping purposes so the stored information can be retrieved by the SVCC website server(s) when you return to the website.

Cookies allow us to personalize or regulate the use of our website, and also permit us to automate the access and data-entry functions of the site (e.g., sign up information) and to tailor the appearance or presentation of the site to your preferences or interests. In general, we do not use cookies to track the navigational habits of identified users without the user's consent.

The use of cookies is common in the industry, and they are used at most major websites. Cookies will not be used to pass any information from your computer except the specific information placed into the cookie from one participating SVCC webpage when the cookie is retrieved by another participating SVCC webpage.

The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons by changing the add-on's settings or visiting the website of its manufacturer. However, if you elect not to accept cookies, some parts of the website may not function properly or permit access. For more information on cookies, see <http://www.cookiecentral.com/faq.htm>.

How Do We Use Web Beacons?

We use web beacon technologies throughout our sites to assess traffic patterns, determine the effectiveness of our advertising campaigns, determine unique visitor counts, and create an improved user experience throughout our sites. Web beacons are tiny graphics with a unique identifier, similar in function to cookies, which are commonly used in the industry and on many major websites. We also may include web beacons in promotional email messages or electronic newsletters to determine the effectiveness of those campaigns.

When a user accesses a page or email containing a web beacon, a notice of that access is generated and sent to us. Because web beacons work in conjunction with cookies, users who do not want this information considered in association with anonymous cookie information should set their browsers to turn off cookies. (When users turn off cookies, web beacon technologies will still detect users visits anonymously, but this information cannot be associated with other user information and is disregarded).

What About Third Party Advertisers?

SVCC does not currently use third party advertisements on its Websites. This may change in the future. If such a change is made, this policy will be updated.

What Do We Do With Your Information?

We use information you provide to fulfill your requests, improve our website and newsletters, curate a convention we think you may enjoy, and operate our business. For example, we use personal information so that we may display or send custom, personalized content to our website visitors, and to send newsletters, mail, emails, features, promotional material, surveys and other updates, information or offers to our users and subscribers. We also use collected information to evaluate and administer our products and services, respond to any problems that may arise (e.g., difficulties in navigating our sites or accessing certain features), and gauge user trends to determine what products and services are most popular with users.

We may produce reports for exhibitors, sponsors, and vendors containing anonymous, aggregate information about our users and subscribers, such as demographic, age and online usage information. This allows us to provide content and offers that are most relevant to our users, and to work more closely with promotional partners.

How Do We Share Personal Information?

Personal information is available to SVCC, including its brands and affiliates, and its or their technical and fulfillment agents and consultants who make this website and our services available to you. Anonymous information is available to our sponsors and promotional and business partners. We share your personal information with third parties only as described below.

SVCC and Its Agents. SVCC may use both anonymous, aggregate demographic data, and any personal information you provide for internal marketing or other business purposes, including sending you notices of new websites, publications, services or products we offer likely to be of interest. There are many companies who may be required to assist SVCC in making its services and websites available to you. Web host firms, technical and database consultants, advertising agencies, and fulfillment firms, including firms assisting us in offering sweepstakes, contests,

and other promotions, may have access to personally identifiable information in the course of making our products and services available. All companies working with SVCC must comply with our information collection, use and disclosure policies, and are not permitted to sell your information to third parties or to use it except as authorized by us and you, or as permitted or required by law.

Participating Vendors. Our site may offer opportunities to make purchases online from special participating vendors. Any time you order from a participating vendor, that vendor will automatically have all the information related to the order. Participating vendors may use that information to advise you directly of other products and offerings that they provide. SVCC is not responsible for their privacy policies, and urges you to inquire about their information practices. In addition, vendors may receive the same anonymous, aggregate data that our advertisers do.

Credit Card Companies. As in most financial transaction, your credit card company will have all relevant information about the name of the vendor, item(s) purchased, and date and total cost. On those parts of the website where you are required to enter your credit card information to complete a transaction, SVCC will provide your personal information to your credit card company to ensure safe and timely process of your transaction. SVCC will not otherwise provide any personal data to your credit card company.

Sponsors and Promotional and Business Partners. We share anonymous, aggregate demographic information (such as gender, age, income, hobbies, interests, etc.), and anonymous information obtained from cookies and similar technologies, with our sponsors, promotional and business partners, and with participating vendors and exhibitors. No personally identifiable information is disclosed to any of these third parties in providing these reports. If collected, credit card numbers, bank account numbers, and passwords are not shared with sponsors or promotional partners, and are only shared with specific vendors with whom you place an online order.

Offline and online contact information is handled differently. Offline contact information (i.e., your name and mailing address) is shared with third parties who require that information to fulfill their obligation to send you prize winnings and communicate with you about a product or service you may have won in a sweepstakes, contest, or other promotion on our website. If you opt-out of our sharing this information, the third party will be unable to communicate with you about your prize or potential prize.

Trusted Fulfillment Partners. Sometimes we will give you the opportunity to opt in to receive email offers directly from third parties not affiliated with SVCC. If you decide to accept these offers, we will provide your contact information to the third party. As our trusted fulfillment partners may keep and use your information whether or not you purchase their products or use their services, your personal information will be subject to their privacy policies, and you should contact them directly for more information about their specific privacy and opt-out policies.

Important Note

We reserve the right to use or disclose any information without notice or consent as compelled by applicable law, regulation or legal requirement; to conduct investigations of complaints or possible breaches of law; to protect the integrity of our site and our property and assure adherence to our terms of use; to protect the safety of our visitors or others; and to fulfill your requests.

Accessing and Correcting Your Information.

You may **CONTACT US** at info@svcomiccon.com to request access to, correct or delete any Personal Information that you have provided to us. We may not be able to delete your Personal Information without also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

You may unsubscribe to any of our online email updates or newsletters by following the unsubscribe instructions in the communication.

California Residents.

Under California Law SB 27, California residents are afforded expanded rights to information about shared personal information, or are required to have the free ability to opt-in or opt-out of such sharing. This privacy policy fully affords you the rights not to have your personal information shared by us. If you have any questions about your ability to opt-out of information sharing by us, please use the methods described in this Privacy Policy or contact us by email at: info@svcomiccon.com.

Limitation of Liability.

By providing us with any personal information you expressly and unconditionally release and hold harmless SVCC, and its subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your collected personal information. In addition, while SVCC takes efforts to ensure the proper and appropriate use of SVCC data provided by SVCC to third party companies, promotional partners or vendors, SVCC is not liable for any loss, damage, or injury of any kind arising from or in connection with the use and/or misuse of your collected personal information by SVCC or the above-mentioned non-SVCC entities.

Changes in Corporate Structure.

In developing our business, we might sell certain assets, or the company, or parts of it, may be sold, merged or otherwise transferred. In such transactions, user information, whether personally identifiable or otherwise, may be one of the transferred assets.

Visitors and Subscribers Outside the United States.

Our websites and associated computers are located in the United States. All matters relating to these sites are governed by the laws of the Delaware in the United States. Any information you provide through the website, in subscribing to one of our publications, or in registering or ordering at our Website will be transferred to, and used in, the United States. By visiting our Website and submitting information, you unambiguously consent to the collection, processing, transfer or use of your personal data, as described in this Privacy Policy. If you do not consent to any collection, processing, transfer or use of such information, please discontinue use of these websites.

Contact Information.

If you have any questions about this Privacy Policy or our privacy practices, please send us communication through the general inquiries email provided on our Contact Us page, info@svcomiccon.com. Please include your first and last name, along with any other information necessary to attend to your concern.

Changes to Our Privacy Policy.

We will occasionally update this Privacy Policy. We recommend that you check the policy when you visit our site to be sure you are aware of and understand our current policy. When feasible, we will post a specific summary of material changes in our policy. Your continued use of our websites will constitute your agreement to any changes in the privacy policy.

Our current Privacy Policy was last updated January 30, 2018.