

# King and Queen Events Privacy Policy

Effective Date: June 1<sup>st</sup> 2024

## 1. Introduction

King and Queen Events (14980182 Canada Inc.) ("we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [<https://www.kingqueenevents.com>], and when you engage with our services. As an event company hosting international and domestic talent, and selling tickets and promoting events, we are dedicated to ensuring your data is handled responsibly and in compliance with applicable legal frameworks, including those in Ontario, Canada.

## 2. Information We Collect

We collect the following types of information:

**Personal Information:** We collect personal information that you provide directly to us through forms, including your email address, first name, last name, phone number, mailing address, payment information, and any other information you choose to provide. This information is necessary to provide the Services and fulfill our contractual obligations.

**Automatic Data Collection:** When you visit our website, certain information is collected automatically, such as your IP address, browser type, access times, pages viewed, and the page you visited before navigating to our website. We may also collect information about your device, including your device's operating system and unique device identifier. This information helps us understand how our Services are being used and aids us in improving user experience.

**Information from Third Parties:** We may receive information about you from other sources, including third-party services and organizations with whom we collaborate. This could include social media networks, advertising partners, and analytics providers.

## 3. Methods of Data Collection

We collect data through:

- **Forms:** Data is collected through forms that you fill out manually on our website, including registration forms, contact forms, and subscription forms.
- **Automatic Data Collection Technologies:** We use automatic data collection technologies, such as cookies, web beacons, and pixel tags, to collect information as you navigate through our website.
- **Direct Interactions:** Information is collected through direct interactions, such as phone calls, emails, and customer support inquiries.
- **Third-Party Integrations:** We may collect information from third-party integrations and services that you choose to connect with our Services.

## 4. Purpose of Data Collection

We use the information we collect for the following purposes:

- **To Provide and Improve Our Services:** We use your information to deliver, maintain, and enhance our Services, including processing transactions, managing accounts, and providing customer support.
- **For Marketing Purposes:** We may use your information for marketing purposes, such as sending newsletters, promotional materials, and advertisements. This helps us inform you about new events, services, and promotions that may be of interest to you.
- **To Communicate with You:** We use your information to communicate with you about your account, our Services, and any changes to our policies. This includes responding to your inquiries, providing updates, and sending notifications.
- **To Comply with Legal Obligations:** We use your information to comply with applicable laws and regulations, including those related to data protection and privacy. This includes responding to legal requests and preventing fraud and abuse.

## 5. Data Sharing and Disclosure

By purchasing a ticket for any event hosted by or jointly with King and Queen Events, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy. This includes your name, contact information, payment details, and any other information necessary to process your transaction and provide you with our services. Your consent is given voluntarily when you provide this information during the purchase process.

We may share your information with third parties for the following purposes:

- **To Facilitate Event Booking and Ticketing:** We share information with event organizers, ticketing platforms, and other partners to facilitate the booking and ticketing process for events.
- **For Marketing Activities:** We share information with marketing partners and service providers to assist with our marketing efforts. This includes advertising networks, social media platforms, and email marketing services.
- **To Communicate with You:** We share information with communication platforms and service providers to send you messages and notifications. The specific platforms used may vary over time.
- **With Your Consent:** We may share your information with third parties when you have provided your explicit consent for us to do so.
- **As Required by Law:** We may disclose your information if we believe it is necessary to comply with legal obligations, such as responding to subpoenas, court orders, and government requests.
- **In Connection with Business Transfers:** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Please note that this Privacy Policy applies only to King and Queen Events. It does not apply to any other entities or organizations with whom we may collaborate on joint projects or events. We are not responsible for the privacy practices of other companies, and we encourage you to review the privacy policies of any other parties involved.

## 6. User Rights

Depending on your location and applicable laws, you may have the following rights regarding your personal information:

- **Access:** You have the right to request access to the personal information we hold about you and obtain a copy of this information.
- **Correction:** You have the right to request correction of any inaccuracies in your personal information.
- **Deletion:** You have the right to request deletion of your personal information, subject to certain exceptions provided by law.
- **Restriction:** You have the right to request the restriction of the processing of your personal information.
- **Portability:** You have the right to request the transfer of your personal information to another party.
- **Objection:** You have the right to object to the processing of your personal information, including for direct marketing purposes.
- **Withdrawal of Consent:** You have the right to withdraw your consent to the collection, use, or disclosure of your personal information at any time.

**Residents of Ontario, Canada:** You have these rights under the Personal Information Protection and Electronic Documents Act (PIPEDA) where applicable. These laws provide specific provisions for the protection and handling of personal information, ensuring your data is managed with the highest standards of privacy and security.

PIPEDA establishes rules for how private sector organizations collect, use, and disclose personal information in the course of commercial activities. It requires organizations to obtain consent for the collection, use, or disclosure of personal information, to protect personal information through appropriate security measures, and to provide individuals with access to their personal information and the ability to correct inaccuracies. If you are located outside of Ontario or Canada, please contact us to understand the specific rights available to you.

To exercise these rights, please contact us at [kingandqueeneventscta@gmail.com](mailto:kingandqueeneventscta@gmail.com)

## 7. Data Security Measures

We implement various security measures to protect your personal information. This includes the use of encryption, secure servers, and access controls. We regularly review and update our security practices to enhance the protection of your information. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

Our security measures include:

- **Encryption:** We use encryption to protect sensitive data transmitted over the internet.
- **Secure Servers:** Our servers are protected by firewalls and other advanced security technologies.
- **Access Controls:** Access to personal information is restricted to authorized personnel who need to know the information to perform their job duties.
- **Regular Audits:** We conduct regular audits of our security practices to identify and address potential vulnerabilities.

## 8. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your experience on our site. Cookies are small data files that are placed on your device when you visit a website. We use cookies to understand how you use our site, personalize your experience, and improve our Services.

Cookies we use include:

- **Essential Cookies:** These cookies are necessary for the functioning of our website and cannot be disabled.
- **Performance Cookies:** These cookies collect information about how you use our website to help us improve its performance.
- **Functional Cookies:** These cookies remember your preferences and settings to provide a more personalized experience.
- **Targeting Cookies:** These cookies are used to deliver advertisements that are relevant to your interests.

You can manage your cookie preferences through your browser settings. However, disabling cookies may affect the functionality of our website and your ability to use certain features. For more information about our use of cookies, please contact us at [kingandqueeneventshta@gmail.com](mailto:kingandqueeneventshta@gmail.com).

## 9. Data Retention

We retain personal information only as long as necessary to fulfill the purposes for which it was collected or as required by law. The retention period may vary depending on the nature of the information and the purpose for which it was collected. Once the retention period expires, we will securely delete or anonymize your information.

Our data retention practices are guided by the following principles:

- **Necessity:** We retain personal information only as long as it is necessary to achieve the purposes for which it was collected.
- **Legal Requirements:** We retain personal information as required by applicable laws and regulations.
- **Business Purposes:** We retain personal information as needed to fulfill our contractual obligations and manage our business operations.

## 10. International Data Transfers

Information collected may be transferred to and processed by international companies. We take appropriate measures to ensure that your information is treated securely and in accordance with this Privacy Policy and applicable laws. This includes implementing Standard Contractual Clauses (SCCs) and other legal mechanisms to safeguard data transfers outside of Canada.

## 11. Children's Privacy

Our services are intended for individuals aged 19 and older. We do not knowingly collect personal information from individuals under the age of 19. Should we discover that we have unintentionally collected personal information from individuals under this age threshold, we will take prompt action to delete such information from our records.