Marketing Communications Consent

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This Marketing Communications Consent explains the optional choices you can make about marketing email from Event Organizers and from SmrtSeats, LLC ("SmrtSeats," "we," or "us"). It is part of the SmrtSeats Agreements described in our Terms of Service and works with our Privacy Policy. Words defined in the Terms of Service have the same meaning here.

> **Marketing email is always optional.** Saying yes or no never changes the price of your Tickets or your ability to buy them. You can change your mind at any time on the Email Preferences page.

1. Two Separate Choices

You make two independent choices. You can say yes or no to each one, in any combination:

- **Event Organizer marketing:** whether a specific Event Organizer may email you. You decide **one Event Organizer at a time**, so you can hear from some and not others.
- **SmrtSeats marketing:** whether SmrtSeats itself may email you. This choice doesn't depend on your Event Organizer choices, and it doesn't affect them.

2. Event Organizer Marketing

At checkout, you'll see an option to share your email with the Event Organizer of the Event you're buying Tickets for. If you leave it switched on and complete your purchase, or switch it on yourself, you agree that:

- SmrtSeats may share your **email address**, **the number of that Event Organizer's Events you've attended**, and **the date you consented** with that Event Organizer;
- that Event Organizer may send you marketing email, such as Event announcements, presales, promotions, and newsletters.

Your consent applies only to the Event Organizer of that Event. It does not extend to other Event Organizers. Each Event Organizer you buy from asks separately, and your box office purchases never opt you in. Each Event Organizer sends its emails as an independent sender under its own privacy policy. Our User Agreement requires it to comply with anti-spam and privacy laws, honor unsubscribes, and never sell or share your email.

3. SmrtSeats Marketing

At checkout, you'll also see an option to receive email from SmrtSeats. If you leave it switched on and complete your purchase, or switch it on yourself, you agree that SmrtSeats may send you marketing email, such as news, Event recommendations, offers, and product updates. These emails may be personalized using your fan profile, which reflects the Events you view and buy, the Event Organizers and categories you look at, and your survey answers. You can turn your fan profile off in Account Settings and still get SmrtSeats email; it just won't be personalized. This choice does **not** share your email with any Event Organizer.

4. Pre-Selected Options

To make subscribing easy, these options may already be switched on at checkout. **You can switch either one off before you pay, and that is your choice.** If you've unsubscribed before, we won't pre-select that option for you again. Only you switching it back on will re-subscribe you.

5. How to Unsubscribe or Change Your Choices

You can change your choices at any time, free of charge:

- On the Email Preferences page, you can unsubscribe from (or re-subscribe to) a single Event Organizer, all Event Organizers, or SmrtSeats, or unsubscribe from all marketing email at once.
- Use the unsubscribe link included in every marketing email.
- Email support@smrtseats.com.

What happens when you unsubscribe. SmrtSeats stops sending you marketing email, or stops including you in that Event Organizer's marketing exports, right away. An Event Organizer that already exported your email must stop emailing you within 10 business days. If an Event Organizer keeps emailing you, use the unsubscribe link in its email and let us know. Re-subscribing to one Event Organizer doesn't re-subscribe you to any other.

6. Messages That Aren't Marketing

Your marketing choices don't affect transactional messages, which we and Event Organizers send so you can use your Tickets. Examples include order confirmations, Tickets, receipts, refund confirmations, notices about Event changes or cancellations, and account and security messages.

7. Email Only

This consent covers email only. SmrtSeats does not send marketing text messages or make marketing calls. If we ever offer them, we'll ask for your separate consent first.

8. Records of Your Consent

For each choice, we keep a record of when you gave or withdrew consent and how you did it. Each record shows whether the option was pre-selected or switched on by you, and whether you used checkout or the Email Preferences page. It also shows which version of this wording applied. You can see these records with **Download my data** in Account Settings.

9. Deleting Your Account

If you delete your account, we delete your marketing preferences and consent history. You won't be included in any future Event Organizer marketing exports. If an Event Organizer already has your email, contact it or use its unsubscribe link to stop its emails.

10. Changes to This Consent

If we make a material change to what you're consenting to (for example, sharing more information with Event Organizers), we will ask for your consent again. We won't apply the change to your existing consent.

11. Contact Us

If you have questions about marketing email, contact support@smrtseats.com.