

+Events DC Mobile Applications Privacy Notice

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[Who We Are](#) | [Purpose of this Privacy Notice](#) | [Personal Data Collected, Purposes, and Recipients](#) | [Marketing, Cookies, and Analytics](#) | [Service Providers and Third Parties](#) | [Your Rights Regarding Your Personal Data](#) | [Safeguarding Personal Data](#) | [How Long Your Personal Data Will Be Kept](#) | [Transfer of Personal Data](#) | [Changes to This Privacy Notice](#) | [Contact Us](#)

Who We Are

The Washington Convention and Sports Authority t/a Events DC (Events DC, we, our, or us) values your privacy and the protection of your Personal Data. This Privacy Notice (**Notice**) explains how we collect, store, use, share, transfer, delete, and otherwise process information collected from or about you known as **Personal Data** (defined further below in this Notice).

Purpose of this Privacy Notice

This Notice describes the types of Personal Data that Events DC may collect or process, how we may use and disclose that Personal Data, and how you may exercise any rights you may have regarding our processing of your Personal Data.

This Notice applies to Personal Data collected or processed by us through our mobile applications and related services we offer (**Mobile Apps**) and anywhere this Notice is posted or referenced.

Events DC may provide you with a different privacy notice in certain specific situations, in which case that privacy notice or policy will apply to the Personal Data collected or processed in that specific situation, rather than this one.

If you provide us with Personal Data related to anyone other than yourself, please note that you are responsible for complying with all privacy and data protection laws prior to providing that information to Events DC (including collecting consent, if required). Events DC is the entity responsible for the collection and use of your Personal Data (known in some jurisdictions as the “data controller”).

Please review this Notice carefully. To the extent permitted by law, by providing us your Personal Data or otherwise interacting with us, you are agreeing to this Notice. If you do not agree with our policies and practices as outlined in this Notice, it is your choice not to use our Mobile Apps or otherwise engage with us.

Personal Data Collected, Purposes, and Recipients

What is Personal Data?

Personal Data is any information—as electronically or otherwise recorded—that can be used to identify a person or that we can link to or associate with a specific individual, such as a name, address, email address, or telephone number. Personal Data in some countries can include information that indirectly identifies a person, even absent other identifying information.

Personal Data may include information considered sensitive in some countries, such as biometric information, genetic information, health information, financial account information, specific geolocation, ethnic or racial origin, information concerning your sex life or your sexual orientation, Social Security number, driver's license number, state identification card number, passport number, and other similar information.

We will process any Personal Data we collect in accordance with the law and as described in this Notice (unless, as explained above, a separate policy or notice governs). In some circumstances, if you do not provide us with certain Personal Data, there may be some features of our Mobile Apps that are unavailable to you.

The following identifies how we collect, process, and use Personal Data and the potential recipients of your Personal Data, now and in the preceding 12 months. Some countries require us to state the legal bases for processing your Personal Data, which are the legally recognized reasons for processing your Personal Data, but please note that not all countries recognize all legal bases. The types of Personal Data we collect and disclose depends on your relationship with Events DC. Not all of the categories listed may apply to you. If the nature of your relationship with Events DC changes, additional categories of Personal Data may also apply.

Personal Data that may be considered sensitive is noted with a “^”. If required to do so, we will obtain your consent prior to processing your sensitive data.

Users of Mobile Apps





We may process your Personal Data when you engage or interact with our Mobile Apps.

Examples of the types of data we process (*Personal Data that may be considered sensitive is noted with a “^”*)



Identity and contact information, such as:	<ul style="list-style-type: none">• first and last name or unique pseudonym• email address• postal address• phone number• username or user ID and password^, security answers^, and user preferences• linked information from social media accounts, such as social media credentials and profile picture
Demographic information, such as:	<ul style="list-style-type: none">• preferred language
Video, Audio, and Recorded Information, such as:	<ul style="list-style-type: none">• still images• video
Technical or electronic network activity information, such as:	<ul style="list-style-type: none">• Internet Protocol (IP) addresses (which may identify your general geographic location or company)• browser ID, type and browser language• device model and manufacturer• date and time you use our Mobile Apps• activity and online behavior while on our Mobile Apps, including time spent on our Mobile Apps

	<ul style="list-style-type: none"> • user settings • advertising IDs associated with your device (such as Apple's Identifier for Advertising (IDFA) or Android's Advertising ID (AAID)) • data collected from cookies or other similar technologies
Information from device settings you turn on, such as:	<ul style="list-style-type: none"> • device location information when our Mobile Apps are open and running in the foreground, including geolocation through WiFi and GPS^ • geospatial data and images from your device camera and sensors • device media storage, such as images and videos stored on your device • microphone
Anonymized / de-identified data:	<ul style="list-style-type: none"> • Anonymized and/or de-identified data is data for which your individual personal characteristics and information have been removed and the information is no longer considered Personal Data under data protection laws
Where do we get the data? 	
<ul style="list-style-type: none"> • you directly • your devices • third parties that provide access to information you make available, such as social media companies • business partners and other third parties that assist us in providing and improving our Mobile Apps 	
Why do we process the data? 	
<ul style="list-style-type: none"> • to provide you with our Mobile Apps • to communicate with you • to administer our relationship with you • to send you updates • to identify and authenticate you 	

- to customize content for you and tailor your experience when using our Mobile Apps
- to detect security incidents
- to protect against malicious, fraudulent, or illegal activity
- to ensure the appropriate use of our Mobile Apps
- to improve our Mobile Apps
- for short-term, transient use
- for administrative purposes
- for marketing, internal research, and development
- for quality assurance
- for advertising and promotion, including to contact you regarding events and, when you turn on device location and our Mobile Apps are open and running in the foreground, locations that are in your vicinity and that may be of interest to you
- to comply with legal and regulatory obligations

What are the Lawful or Legal Bases of Processing?



- for the purposes of our legitimate interests
- to comply with legal and regulatory obligations and to establish, exercise, or defend our legal claims and rights
- in circumstances where we have requested and received consent and for other purposes that may be required or allowed by law*

Who receives the data?



- Events DC
- third parties whose products or services which you choose to link or otherwise integrate with our Mobile Apps
- third parties who assist with fraud prevention, detection, and mitigation
- third parties who assist with our information technology and security programs and our loss prevention programs
- third parties with your consent, such as event sponsors, partners, and Events DC clients
- third parties with whom you engage when you use our Mobile Apps to check in at certain points of interest
- Events DC's lawyers, auditors, and consultants
- third parties that assist us in providing or improving our Mobile Apps or help us improve our marketing or administration

- in limited circumstances, recipients may include, (1) in the event of a sale, assignment, merger, consolidation, corporate reorganization, or transfer, to the buyer, assignee, or transferee; and (2) government or regulatory officials, law enforcement, courts, public authorities, or others when permitted by this Notice or required by law

Children



Events DC does not knowingly collect, maintain, disclose, or otherwise process Personal Data from minors below the age of 16.

*The legal bases relied upon by Events DC include those enumerated in Articles 6 and 9 of the European Union's General Data Protection Regulation (**GDPR**).

Marketing, Cookies, and Analytics

To the extent permitted by law, including with your consent where required, we may engage in the following activities:

- We may use your contact details to contact you and send you marketing emails. If you do not wish to receive such marketing emails, you may opt-out by declining to receive such emails when registering, in our subsequent communications by following opt-out or unsubscribe instructions included in the email, by contacting us, or at other information collection points while using our Mobile Apps.
- We may collect Personal Data automatically through cookies and other technologies to provide functionality to our Mobile Apps; to recognize you across devices when using our Mobile Apps; in each case where this is justified under applicable data protection law for our legitimate business purposes or with consent, where required. These legitimate business purposes include evaluating information about the use of our Mobile Apps and identifying trends; developing or enhancing our Mobile Apps; providing an experience tailored to you when you use our Mobile Apps; and effecting certain security controls.
- We do not “sell” your Personal Data or share it for the purposes of cross-context (i.e., “targeted”) advertising or profiling nor do we process your Personal Data to infer characteristics about you. As described above, however, we allow certain third parties to collect information about the users of our Mobile Apps to provide valuable services to us, such as fraud detection, reporting, and analytics. Additionally, when you use our Mobile Apps to check-in at points of interest, we may share your Personal Data with the entities you’ve engaged with.
- Advertisements related to our products and services may be displayed to you while you are using the online services of others. This is achieved by using and allowing third parties (including social media companies) to use certain cookies, eTags, pixels, web beacons, and other tracking technologies to track your activities while using our Mobile Apps.
- We also perform statistical analyses of the users of our Mobile Apps to improve the functionality, content, design, and navigation of our Mobile Apps.

You may be able to opt out of or revoke your consent to, as applicable, receiving personalized advertisements from companies who are members of the Network Advertising Initiative by going to <http://optout.networkadvertising.org/?c=1> or participate in the Digital Advertising Alliance Self-Regulatory Program by going to <http://www.aboutads.info/>.

Processing Using Tracking

We use Google Analytics to help us understand how users engage with our Mobile Apps. Google Analytics may track your activity in connection with our Mobile Apps and helps us measure how you interact with the content that we provide. This information is used to compile

reports and to help us improve our Mobile Apps. The reports we receive disclose trends without identifying individual visitors. You can learn about Google's practices by going to www.google.com/policies/privacy/partners/. We will not undertake such activities without your consent where such consent is required.

Do-Not-Track Signals

Our Mobile Apps do not respond to Do Not Track signals or similar mechanisms regarding your choice to our collection of your Personal Data.

Service Providers and Third Parties

Service providers or vendors (or processors) acting on our behalf must execute agreements requiring them to maintain confidentiality and to process Personal Data only to provide the services to us and in a way that aligns with this Notice, other applicable privacy notices, and as explicitly permitted or required by applicable laws, rules, and regulations.

Combination of Data with Data Received from Third Parties

We may combine information we collect, including Personal Data, with Personal Data that we may obtain from third parties.

Links to Other Websites

Our Mobile Apps may contain links to other websites, applications, or services that are not owned or operated by Events DC. Such links do not imply an endorsement with respect to any third party, any website, or the products or services provided thereby. You should carefully review the privacy policies and practices of other websites and services as we cannot control and are not responsible for privacy policies, notices, or practices of third party websites, applications, and services.

Your Rights Regarding Your Personal Data

Depending on where you live, you may have the following rights with respect to some or all of your Personal Data:

- To request information about whether, and how, we process your Personal Data
- To request access to and a copy of your Personal Data, including to provide your Personal Data directly to another organization (called, in some locations, a right to data portability)
- To request that we correct or update your Personal Data
- To request that we delete your Personal Data
- To request that we restrict or block or to object to or opt-out of the processing of your Personal Data, including your sensitive Personal Data
- To appeal the denial of a request; and
- To lodge a complaint with the data protection authority in your jurisdiction.

In the event you wish to make a complaint about how we process your Personal Data or to appeal the denial of one of your requests, please contact us. Even if you make a complaint to us, you may always lodge a complaint with the relevant privacy or data protection authority in your location.

We will not discriminate against you for exercising any of the rights described above, although we may not be able to continue to provide you with certain Mobile Apps or it may otherwise affect the way we are able to interact with you.

We will make reasonable efforts to respond promptly to your requests. We may, after receiving your request, require additional information from you to honor your request and verify your identity. Please be aware that we may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so.

Safeguarding Personal Data

Consistent with applicable laws and requirements, Events DC has put in place physical, technical, and administrative safeguards designed to protect Personal Data from loss, misuse, alteration, theft, unauthorized access, and unauthorized disclosure consistent with legal obligations and industry practices. However, as is the case with all websites, applications, products, and services, we unfortunately are not able to guarantee security for data collected through our Mobile Apps. In addition, it is your responsibility to safeguard any passwords, identification or ID numbers, or similar individual information associated with your use of the Mobile Apps.

How Long Your Personal Data Will Be Kept

We generally retain Personal Data for as long as needed for the specific purpose or purposes for which it was collected or obtained, and as outlined in this Notice. In some cases, we may be required to retain Personal Data for a longer period of time as required by law or for other necessary or required purposes. Whenever possible, we aim to de-identify or anonymize your Personal Data or otherwise remove some or all information that may identify you from records that we may need to keep for periods beyond the specific purpose or purposes for which it was collected or obtained, as outlined in this Notice. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you; (ii) whether there is a legal obligation to which we are subject that affects the length of time we need to keep your Personal Data; and (iii) whether retention is determined to be necessary for Events DC due to limitation periods, litigation, or other legal or regulatory obligations. Events DC takes reasonable steps to securely dispose of Personal Data upon the expiration of retention periods, taking into consideration these litigation, legal, or regulatory obligations.

Transfer of Personal Data

Please note that we may collect, process, transfer, and maintain your Personal Data outside of the state, province, country, or other jurisdiction where you reside.

Changes to This Privacy Notice

We reserve the right to change this Notice from time to time. We will alert you when changes have been made by indicating the date this Notice was last updated as the date the Notice became effective or as otherwise may be required by law. It is recommended that you periodically revisit this Notice to learn of any changes.

Contact Us

If you have questions or comments about this Notice or about how your Personal Data is processed, or to exercise your privacy rights, please contact us at TMDsupport@eventsdc.com.