



Privacy Policy

Effective Date: May 3, 2024

This Privacy Policy (“Policy”) describes the Personal Information (defined below) collected by or on behalf of Phoenix Fan Fusion, LLC (“Fan Fusion,” “we,” “us,” or “our”) through our websites (“Site” or “Sites”) and how the information is used, protected, and shared. If you have questions or concerns about this Policy, please contact us as set forth below.

We may modify this Policy at any time. All changes will be effective immediately upon posting to the Site.

1. Information We Collect

We may collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you (“Personal Information”) about you when you use our Site or otherwise interact with us. The Personal Information we collect falls into three categories: (a) information you provide to us, (b) information we collect through automated methods when you use our Site, and (c) information we collect from other sources. We will collect, use, and share such Personal Information pursuant to this Policy and applicable law.

Personal Information is required to use certain services and features through the Site, for example, to contact us via our contact webform (where we may retain your message’s content and our response) and respond to communications from us (*e.g.*, surveys and promotional offers). In such circumstances, we may be unable to provide you with our services unless you provide your Personal Information.

Information You Provide to Us

We collect Personal Information that you provide directly to us, such as your name, email address, date of birth, mailing address, and phone number, and other similar information. This may occur in the following ways: (1) buying a membership through any of our various membership options (*e.g.*, at phoenixfanfusion.com/buy or elsewhere on the Site), (2) applying for any of our Phoenix Fan Fusion roles at phoenixfanfusion.com/applications or elsewhere on



the Site, (3) submitting a crew application (e.g., at phoenixfanfusion.com/join or elsewhere on the Site); or (4) signing up for alerts and other informational emails or texts.

Marketing Communications. If you opt-in to receive marketing communications from us, you must submit your name, email address, mailing address, and phone number. We use this data to send you promotional and other electronic and hardcopy communications. We may use third-parties or service providers to deliver communications to you. You may opt-out of such marketing emails by using the unsubscribe link in the email or contacting us as set forth below. To opt-out of other communications (e.g., postal marketing and telemarketing), please contact us as set forth below. Opting out of marketing communications does not opt you out of non-marketing communications, such as emails about your transactions.

Feedback. When you provide comments or feedback about our Site the content on the Site ("Feedback"), we will not treat that Feedback as confidential, and we may use that Feedback for any purpose in our sole discretion so long as it does not personally identify you. Feedback will be used without attribution or compensation to you.

Data we Automatically Collect

We may use automated technologies to collect information from your computer system or mobile device when you use our Site.

We may use cookies, web beacons, pixel tags and other tracking technologies (collectively "Tracking Technologies") on our Site. Tracking Technologies allow the Site to remember your actions and preferences and recognize you or your browser, along with some information you provided. Tracking Technologies may either be "first-party" or "third-party" tools. We may not have control over how a third-party uses information collected through third-party Tracking Technologies.

Most browsers automatically accept Tracking Technologies. You can disable this function by changing your browser settings but disabling cookies may impact your use and enjoyment of the Site. Not all features or functions of the Site may work properly if you disable Tracking Technologies. You cannot disable all Tracking Technologies, such as Tracking Technologies that are essential to the functioning of the Site.

The Tracking Technologies on our Site may collect information such as:

- IP addresses assigned to the computers and other devices you use;
- your internet service provider;
- device ID number;



- approximate geographic location;
- browser type;
- Site pages visited;
- websites you access before and after visiting the Site, and
- data related to how and when you use the Site.

Data we Obtain from Other Sources

We may obtain data about individuals from various third-party companies and public sources, and we may combine that data with other Personal Information. This enhances our existing data about our users, improves our ability to contact you, and enhances our marketing capabilities.

2. How We Use Your Information

We use Personal Information that we collect for the following purposes:

As Stated or Agreed to at the Point of Collection. We may use Personal Information for the purposes stated or agreed-to (or as is obvious) at the point of collection. For example, we use Personal Information to respond to your questions, comments, or complaints. We may also use Personal Information as requested or consented to by you.

Administration. We use Personal Information for administrative purposes, facilitating transactions and orders, to inform our business strategies, and to understand the user demographics and preferences.

Site Management. We use Personal Information for Site management, such as troubleshooting problems, improving the content and functionality, performing statistical and other analyses, and to customize our Site to you and our users.

Business Analytics. We use Personal Information for business analytics purposes, including consumer and operations research, to assess the effectiveness of our sales, online services, marketing, and advertising, and to analyze market trends and customer demand.

Advertising and Communications. We may use Personal Information to send you promotions or to perform targeted advertising, to notify you of new products or programs, to notify you of new features of our Site, to notify you of changes to our Terms or this Policy, and for other similar communications.



To Protect Our Rights. We may use Personal Information to protect our legal rights or interests, or those of other parties, including to bring a legal action against you or anyone who may be causing harm to us, our Site, or to other users of the Site. We may also use Personal Information to seek business, financial or legal advice, and to respond to other legal requests.

How We Use Data Collected by Automatic Technologies. We use Tracking Technologies to: (i) make our Site function properly; (ii) provide personalized experiences; (iii) tailor our interactions with you; (iv) help with our marketing efforts; (v) provide us with valuable data and statistics about the usage and effectiveness of our Site and services; and (vi) help us improve our Site and services.

Google Analytics. We use Google Analytics to collect and process information about your use of the Site. Google sets cookies on your browser or device, and then your web browser will automatically send information to Google. Google uses this information to provide us with reports that we use to better understand and measure how users interact with our Site.

Online Behavioral Advertising. We use third parties and/or service providers to provide interest-based advertising services. These services may serve advertisements on our behalf that are customized based on predictions about your interests generated from your visits to websites (including the Site) over time and across different websites. The data collected may be associated with your Personal Information. These advertisements may appear on the Site and on other websites and may be sent to you via email.

Preferences. To change your preferences with respect to certain online ads or to obtain more information about ad networks and online behavioral advertising, visit [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#). Changing your settings with individual browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads. Opting-out of targeted advertising does not opt you out of all ads, just those targeted to you.

3. Retention of Personal Information

We will keep Personal Information for the period necessary to fulfill the purposes described in this Policy, unless a longer retention period is permitted or required by law.

4. Disclosure of Personal Information



We do not sell, rent or lease Personal Information to any third party. We may disclose Personal Information to the following categories of parties, in compliance with applicable laws:

Employees and Affiliates. We may disclose Personal Information to our employees and affiliates who have a need to know the information for our business purposes.

Third Parties and/or Service Providers. We may disclose Personal Information to third parties and/or service providers that provide services for us. For example, we may disclose Personal Information to vendors that: host and manage the Site; provide targeted advertising and other marketing; improve the content and functionality of the Site; perform data analysis and statistical analyses; troubleshoot problems with the Site; provide payment processing services; and support or provide the security of the Site.

Government Officials / Law Enforcement. We will cooperate with law enforcement and other governmental agencies, and may disclose Personal Information: (i) if we believe in good faith we are legally required to disclose that Personal Information, (ii) if we are advised to disclose Personal Information by our legal counsel, or (iii) when necessary to identify, contact or bring a legal action against someone who may cause or be causing harm to, or interfering with the legal rights of, Fan Fusion or any other party.

Professional Advisors. We may disclose Personal Information to our professional advisors, such as our attorneys, accountants, financial advisors and business advisors, in their capacity as advisors to Fan Fusion.

Change in Ownership. In the event Fan Fusion is the subject of a change of control or in the event the Site changes ownership, in whole or in part, or in the event of a bankruptcy, receivership or a similar transaction, we may provide Personal Information to the subsequent owner(s).

Other. We may disclose Personal Information to third parties when explicitly requested by or consented to by you, or for the purposes for which you disclosed the Personal Information to us as indicated at the time and point of the disclosure (or as was obvious at the time and point of disclosure).

5. Use and Disclosure of Non-Personal Information

Fan Fusion may collect, use, disclose, transfer, and otherwise process anonymized, de-identified, and/or aggregated information that it receives or creates for any purposes in its sole discretion, in compliance with applicable laws. Fan Fusion is the sole and exclusive owner of such anonymized, de-identified, and/or aggregated information.



6. Children's Information

Other than applications for our Youth Masquerade Application (in which we will provide notice to parents and obtain verifiable parental consent before collecting, using, or disclosing personal information) we do not knowingly collect, sell, use, or share Personal Information from children under 18. If you as a parent or legal guardian learns that their child provided us with Personal Information without his or her consent, please contact us and we will make commercially reasonable attempts to delete such Personal Information.

7. Data Security

We use commercially reasonable technical and organizational measures to help secure Personal Information against loss, misuse, and alteration appropriate to the type of Personal Information processed. If a breach of your Personal Information occurs, we will notify you of the breach if required under applicable law. You understand that no data transmission over the internet or device can be guaranteed to be 100% secure. While we strive to protect Personal Information, we do not guarantee the security of Personal Information and you provide Personal Information at your own risk.

8. Social Media

We are active on social media, including Facebook, X (formerly Twitter), LinkedIn, and Instagram ("Social Media"). Anything you post on Social Media is public information and will not be treated confidentially. We may post (or re-post) on the Site and our Social Media pages any comments or content that you post on Social Media pages. Your use of Social Media is governed by the privacy policies and terms of the providers that own and operate those websites and not by this Policy. We encourage you to review those policies and terms.

9. Residents of the European Economic Area

Our Services are not directed to the processing of Personal Information of data subjects who are in the European Economic Area ("EEA") at the time of data collection. That is, any processing activities performed by the Website are not directed to the offering of goods or services to data subjects in the EEA or monitoring the behavior of such data subjects in the EEA.

Nevertheless, if you are located in the European Economic Area ("EEA"), you may have certain additional rights and protections under the EU General Data Protection Regulation ("GDPR") regarding the processing of your personal data. In this regard, we may ask you to identify which



country you are located in when you use or access the Services, or we may rely on your IP address to make this determination. If any terms in this section conflict with other terms of this Privacy Policy, the terms in this section shall apply to individuals located in the EEA when the Personal Information is collected or processed.

For example, you may have the following rights: i) the right to be informed of how your Personal Information is being used, ii) the right to access to your Personal Information, iii) the right to rectification of data discrepancies, iv) the right to be forgotten, v) the right to restrict processing of your data, vi) the right to data portability, vii) the right to object to processing, and viii) the right to avoid automated profiling.

10. California Residents

If you are a California resident who has provided us with your Personal Information during the creation of or during the course of establishing a legal services relationship that is primarily for personal, family, or household purposes, you may, once per calendar year, request information regarding our disclosure of certain categories of your Personal Information. Specifically, pursuant to California Civil Code 1798.83 (the “Shine the Light” law), we will provide you a list of the categories of Personal Information disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. You must submit your request to us either by the e-mail address listed under the Contact Us section below. We currently do not honor “do not track” requests.

11. Access from Outside the United States

If you access the Site from outside the United States, please be aware that Personal Information may be transferred to, stored in, and processed in the United States. Certain governmental authorities may not consider the level of protection of Personal Information in the United States to be equivalent to that required by the in other jurisdictions.

12. Third-Party Websites

The Site may link to websites not controlled by us. We are not responsible for third-party privacy policies or practices. This Policy does not apply to any third-party websites or to any data that you provide to third parties. You should read the privacy policy for each website that you visit.



Contact Us

If you have questions or concerns regarding this Policy, contact us at:

Eva Moore, Attendee Advocate, eva@phoenixfanfusion.com
530 E McDowell Road #107-80, Phoenix AZ 85004