

PRIVACY POLICY – ARKHAMASYLUM.COM

VERSION 15 OCTOBER 2021

WHO WE ARE

This Privacy Policy sets out the basis on which we collect, process and handle personal data which you provide to us while using the site at www.arkhamasylum.com (**Site**) and the services provided from the Site (**Service**). The Site, together with all content on it, is owned or controlled by Department Studios, Inc., a company incorporated in [Delaware] with its trading offices at 520 Broadway, 4th Floor, New York, NY 10012 (**we** or **our** or **Company** or **Department Studios**). For more information about Department Studios and its associated companies and the region(s) where they operate, as well as our websites, click [here](#).

OUR SERVICE AND YOUR DATA

To provide the Service, it is necessary for us to collect and process certain personal information, about users of our websites and about customers who purchase tickets for our events, attend our events, or subscribe to our newsletters and social media feeds (**Data**) including some or all of the following: name, address, date of birth, gender, email addresses and mobile phone numbers, IP addresses, device and web-browser details, operating system details, activities on the Site, personal preferences relating to the Site and Service, billing and financial information such as credit/debit card numbers, and details of the locations from which you use the Service. You are responsible for ensuring that all personal information you provide to us is up to date and correct at all times.

DATA USES

The Data will be stored together with any additional information you provide to us, and will be used to provide you with, and to improve, the Service. We may collect, store and process certain personal information to provide you with the Service, for the administration of your purchases and our events and to contact you about your purchase (for example with details on your tickets and your attendance), to perform marketing and research related activities, to contact you with survey and feedback requests (for example relating to a show you attended), to respond to enquiries and/or for other record-keeping purposes and to improve the Site and the Service. Additionally, from time to time we and/or our associated companies and other trusted partners may contact you with offers that may interest you or to inform you of other products and services. All Data is processed in accordance with applicable data protection legislation and we will keep your personal information only for as long as is necessary.

Please note that to opt-out of receiving marketing emails from Department Studios and/or its associated companies, you will also need to use the “unsubscribe” link in the footer of our emails.

COOKIES

We use cookies (i.e. small text files which are transferred to your browser by our websites) to identify data traffic patterns, personalise contents and support security. The cookies we use are described in more detail in our [cookie statement](#). They do not provide any information that directly discloses the identity of a specific person but they may potentially identify your computer, your browser and your internet settings. You may change the storing of cookies in your browser settings at any time by selecting the function “accept no cookies”. However,

disabling essential cookies may result in you no longer being able to use the entire functionality of the websites.

Google Analytics, a web analytics service provided by Google, Inc. (**Google**) also places cookies on your computer, to enable Google to provide us with reports relating to activity on our websites. Google uses this data only to provide us with information on how users use our websites and does not associate your IP address with any other data held by Google. The information generated by Google cookies (including your IP address) will be transmitted to and stored by Google on servers in the United States. You may refuse these cookies by selecting the appropriate settings on your browser or by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

We may use Facebook pixels on our pages. Pixels are lines of code placed on our website to help us track conversions from Facebook ads, optimise ads based on collected data, and build targeted audiences,

INTERNATIONAL DATA TRANSFERS OF DATA

We use third party data processors located outside the European Economic Area only after taking such steps as are required by applicable law to ensure that the Data they process on our behalf receives protection equivalent to that provided in the EEA.

For UK and EU residents: our Data Protection Representative for the UK is IE LDN Ltd. (registered no.13259631), with its registered office at 124 Finchley Road, London NW3 5JS

For California Residents: “Do Not Track” (DNT) has been promoted by US regulatory authorities for the internet industry to develop and implement a mechanism that allows internet users to control the tracking of their online activities across websites. Department Studios currently does not respond to DNT browser signals.

YOUR RIGHTS IN RELATION TO PERSONAL DATA

- You can update your subscription preferences or unsubscribe from our marketing communications at any time by following the link in the footer of the last email you received from one of our brands (“Update your subscription preferences” or “Unsubscribe”) or by sending your request with detailed instructions to our relevant Customer Services team.
- You have the right to update and correct the personal information on your account. You may also have the right to request from us all personal information that we hold that relates to you, to request restriction of the processing of that data and to request that we delete that data. Where allowed by applicable law there may be an administrative charge for supply of copies of data and we may also require you to provide us with appropriate identification before we comply with this request. You also have the right to object to our continued processing of your personal data. You may also have the right to data portability. If you have a complaint about the way in which we use your personal information you have the right to complain to the relevant regulator in your jurisdiction.
- You can contact us with questions about the personal information we hold about you using the contact information provided in the contact us section of this privacy notice. You may withdraw the consent provided under this Privacy Policy (i.e. “opt out”), by contacting us at info@arkhamasylum.com. Please note that we reserve the rights in all

cases to retain Data necessary to provide the Service and other legal reasons in full compliance with applicable law.

CHANGES TO THIS PRIVACY POLICY

We will update this Privacy Policy from time to time to reflect changes in our business. All such changes will be posted to our websites and if we consider it to be appropriate we will notify subscribers of any material changes by email. We encourage you to review our Privacy Policy on a regular basis so that you will be aware of any changes to it.

CONTACTING US

If you would like to know what information we hold about you or if you have any other queries or complaints in relation to this Privacy Notice, or our websites, our contact details are as follows: info@arkhamasylum.com.