



Privacy Policy

We take the privacy of the users of our website very seriously and are committed to protecting the information that users provide to us in connection with the use of our website. We are also committed to protecting and using your information in accordance with applicable law.

This Privacy Policy explains our practices regarding the collection, use and disclosure of your information through the use of our Services when you access the Services through your devices.

Please read the Privacy Policy carefully and make sure you fully understand our practices with respect to your information before using our Services. If you have read and fully understand this policy and do not agree with our practices, you must stop using our digital assets and services.

By using our Services, you agree to the terms of this Privacy Policy. Your continued use of the Services constitutes your acceptance of this Privacy Policy and any changes to it.

This Privacy Policy tells you:

- How we collect data
- What data we collect
- Why we collect this data
- Who we share the data with
- Where the data is stored
- How long the data is retained
- How we protect the data
- How we deal with minors
- Updates or changes to the privacy policy

This privacy policy applies to Bridge2Broadway (Practice Room GmbH), Seefeldstrasse 231, 8008 Zurich.

Responsible body

If you have any questions or suggestions regarding data protection, you can contact us at any time at the following address

Bridge2Broadway (Practice Room GmbH)
Seefeldstrasse 231
8008 Seefeld
melissatranchet@bridge2bway.com

Practice Room GmbH, Seefeldstrasse 231, 8008 Zürich

Your rights:

- Request confirmation as to whether or not personal data concerning you is being processed and request access to your stored personal data and certain additional information.
- Request to receive the personal data you have provided to us in a structured, commonly used and machine-readable format.
- Request the rectification of your personal data stored by us.
- Request the erasure of your personal data.
- Object to the processing of your personal data by us.
- Request the restriction of the processing of your personal data, or lodge a complaint with a supervisory authority.
- Please note, however, that these rights are not absolute and may be subject to our own legitimate interests and regulatory requirements. If you have any general questions about the personal data we collect and how we use it, please contact us.

What data do we collect?

Below is an overview of the data we may collect:

- Non-identified and non-identifiable information that you provide during the registration process or that is collected through the use of our Services ("Non-Personal Data"). Non-personal information does not allow us to identify who collected it. Non-personal information that we collect consists primarily of technical and aggregated usage information.
- Individually identifiable information, i.e., any information by which you can be identified or could reasonably be identified ("personal data"). Personal Data that we collect through our Services may include information that is requested from time to time, such as names, email addresses, addresses, phone numbers, IP addresses and more. If we combine personal data with non-personal data, we will treat it as personal data for as long as it is combined.

Visiting our website www.bridge2broadway.com.

When you visit our website, we process the following data about you:

- IP address of the requesting device
- Date and time at which you accessed the website
- The page you accessed within www.bridge2broadway.com.
- Name and URL of the file accessed.
- Your Internet Service Provider (ISP).
- The operating system of your computer (provided by the user agent).



- The browser you are using (provided by the user agent).
- Device type in the case of access via smartphone.

Ordering an event ticket:

If you purchase an event ticket from us, the following data will be processed by you or by the persons for whom you are purchasing a ticket:

- Surname, first name*
- e-mail address*
- Date of birth*
- Comment
- Payment details*

Subscription to the newsletter:

If you register for the newsletter, the following data will be processed:

- E-mail address

Contact via contact form or e-mail:

If you contact us using the contact form or by e-mail, the data you provide will be processed.

How do we collect data?

The main methods we use to collect data are listed below:

- We collect data when you use our services. So, when you visit our digital assets and use services, we may collect, record and store usage, sessions and related information.
- We collect data that you provide to us yourself, for example when you contact us directly via a communication channel (e.g., an email with a comment or feedback).
- We may collect data from third party sources as described below.
- We collect data that you provide to us when you log in to our services via a third-party provider such as Facebook or Google.

Why do we collect this data?

We may use your data for the following purposes:

- to provide and operate our Services.
- to develop, customize and improve our Services.
- to respond to your feedback, queries and requests and to provide assistance.
- to analyze request and usage patterns.

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- for other internal, statistical and research purposes.
- to improve our data security and fraud prevention capabilities.
- to investigate violations and enforce our terms and policies and to comply with applicable law, regulation or governmental request.
- to provide you with updates, news, promotional materials and other information related to our Services. For promotional emails, you can decide for yourself whether you wish to continue receiving them. If not, simply click on the unsubscribe link in these emails.

We will only use your personal data for the purposes set out in the Privacy Policy and only if we are convinced that:

- the use of your personal data is necessary to perform or enter into a contract (e.g., to provide you with the services themselves or customer care or technical support);
- the use of your personal data is necessary for compliance with a legal or regulatory obligation; or
- the use of your personal data is necessary to support our legitimate business interests (provided that this is done at all times in a way that is proportionate and respects your data protection rights).

Who do we share this data with?

We may share your data with our service providers in order to operate our services (e.g., storing data via third party hosting services, providing technical support, etc.).

We may also disclose your information in the following circumstances: (i) to investigate, detect, prevent or take action regarding illegal activities or other wrongdoing; (ii) to establish or exercise our rights of defense; (iii) to protect our rights, property or personal safety, or the safety of our users or the public; (iv) in the event of a change of control of us or any of our affiliates (by way of merger, acquisition or purchase of (substantially) all assets, etc.); (v) to transfer control of us or any of our affiliates (by way of merger, acquisition or purchase of (substantially) all assets, etc.); (vi) in the event of a change of control of us or any of our affiliates (by way of merger, acquisition or purchase of (substantially) all assets, etc.). etc.); (v) to collect, hold and/or manage your information using authorized third-party service providers (e.g., cloud service providers) as appropriate for business purposes; (vi) to work with third parties to improve your user experience. For the avoidance of doubt, please note that we may transfer, disclose or otherwise use non-personal data to third parties at our discretion.

Cookies and similar technologies

When you visit or access our Services, we authorize third parties to use web beacons, cookies, pixel tags, scripts and other technologies and analytics services ("Tracking Technologies"). These Tracking Technologies may enable third parties to automatically collect your data to improve the browsing experience on our digital assets, optimize their



performance and ensure a tailored user experience, as well as for security and fraud prevention purposes.

To find out more, please read our Cookie Policy.

The user is NOT connected to an advertising service

We will not share your email address or other personal data with advertising companies or advertising networks without your consent.

The user is connected to an advertising service, a campaign manager or Facebook Ads

We may serve advertising through our Services and our digital assets (including websites and applications that use our Services), which may also be tailored to you, such as ads based on your recent browsing behavior on websites, devices or browsers.

To deliver these ads to you, we may use cookies and/or JavaScript and/or web beacons (including transparent GIFs) and/or HTML5 Local Storage and/or other technologies. We may also use third parties, such as network advertisers (i.e., third parties that serve ads based on your website visits), to serve targeted ads. Third-party ad network providers, advertisers, sponsors and/or website traffic measurement services may also use cookies and/or JavaScript and/or web beacons (including clear GIFs) and/or Flash cookies and/or other technologies to measure the effectiveness of their ads and customize advertising content for you. These third-party cookies and other technologies are governed by the specific privacy policy of the third party and not this one.

Where do we store the data?

Please note that our companies and our trusted partners and service providers are located around the world. For the purposes set out in this Privacy Policy, we store and process any non-personal information we collect in different jurisdictions.

Personal data may be maintained, processed and stored in the United States, Ireland, South Korea, Taiwan, Israel and, to the extent necessary for the proper provision of our Services and/or as required by law (as further explained below), in other jurisdictions.

In the course of providing the Services, we may transfer data across borders to affiliates or other third parties and from your country/jurisdiction to other countries/jurisdictions worldwide.

By using the Services, you consent to the transfer of your data outside the EEA.

If you are located in the EEA, your personal data will only be transferred to locations outside the EEA if we are satisfied that an adequate or equivalent level of protection of personal data exists. We will take appropriate steps to ensure that we have appropriate contractual arrangements in place with our third parties to ensure that appropriate safeguards are in place so that the risk of unlawful use, alteration, deletion, loss or theft of your personal data is minimized and that these third parties act at all times in accordance with applicable laws.



Legal grounds for such transfers are established, mainly in form of standard clauses or other legal grounds permitted by applicable legal requirements.

How long will the data be retained?

Please note that we will retain the information we collect for as long as necessary to provide our services, comply with our legal and contractual obligations to you, resolve disputes and enforce our agreements.

We may correct, amend or delete inaccurate or incomplete data at any time at our discretion.

How do we protect the data?

The hosting service for our digital assets provides us with the online platform through which we can offer you our services. Your data may be stored via our hosting provider's data storage, databases and general applications. It stores your data on secure servers behind a firewall and it provides secure HTTPS access to most areas of its services.

User accepted payments/eCom

All payment options offered by us and our hosting provider for our digital assets adhere to the PCI-DSS (Payment Card Industry Data Security Standard) regulations of the PCI Security Standards Council. This is a collaboration between brands such as Visa, MasterCard, American Express and Discover. PCI DSS requirements help to ensure the secure handling of credit card data (including physical, electronic and procedural measures) by our store and service providers.

Notwithstanding the measures and efforts taken by us and our hosting provider, we cannot and do not guarantee absolute protection and security of the data you upload, post or otherwise transmit to us or others.

For this reason, we encourage you to set strong passwords and, whenever possible, not to provide us or others with confidential information that you believe could cause you significant or lasting harm if disclosed. As e-mail and instant messaging are not considered secure forms of communication, we also ask you not to disclose confidential information via either of these communication channels.

How do we deal with minors?

Children can use our services. However, if they wish to access certain features, they may be required to provide certain information. The collection of some data (including data collected via cookies, web beacons and other similar technologies) may be automatic. If we knowingly collect, use or disclose information collected from a child, we will provide notice and obtain parental consent in accordance with applicable law. We will not condition a child's participation in an online activity on the child providing more contact information



than is reasonably necessary to participate in that activity. We will only use the information we collect in connection with the services that the child has requested.

We may also use a parent's contact information to communicate about the child's activities on the Services. Parents may review information we have collected from their child, prohibit us from collecting further information from their child, and request that any information we have collected be deleted from our records.

Please contact us to view, update or delete your child's data. To protect your child, we may ask you to provide proof of your identity. We may deny you access to the data if we believe that your identity is questionable. Please note that certain data cannot be deleted due to other legal obligations.

Updates or changes to the privacy policy

We may revise this Privacy Policy from time to time at our sole discretion, the version published on the Website is always current (see "Status"). We ask you to check this Privacy Policy regularly for changes. In the event of significant changes, we will publish a notice on our website. Your continued use of the Services following notification of changes on our website will constitute your acknowledgement and acceptance of the changes to the Privacy Policy and your agreement to be bound by the terms of those changes.