

Privacy policy

This policy applies to L'Aréna des Canadiens Inc., Club de hockey Canadien, Inc., L'Aréna du Rocket Inc., S.E.N.C. Evenko, Gestion Evenko Festival Inc., Spectra Musique Inc., Agence Evenko Inc., L'Équipe Spectra Inc., and to their affiliates and related entities, including the not for profit entities Le Festival International de Jazz de Montréal Inc., Les Francofolies de Montréal Inc., Festival Montréal en Lumière Inc. and Nuit Blanche à Montréal Inc. (collectively "**Groupe CH**", "**we**", "**us**" or "**our**").

Groupe CH takes the privacy and security of your personal information seriously. For this reason, it is important for us to be transparent and provide information as to how we collect, use, communicate and protect your personal information when you interact with us and our affiliates and related entities. We also want to ensure you are aware of your options and how you can exercise your rights in relation to the protection of your personal information.

This policy has been updated on March, 31st 2025.

1. Application and Scope

This policy applies anytime you interact with us including when you communicate with us for a product or service, or when you visit one of our websites, or our mobile applications or for any online presence that we maintain (collectively, the "**Website**"), when you attend our shows and events or visit our venues or outdoor locations (collectively, "**Venues**"), when you apply for a job, participate in one of our contests, submit a project to us or have a business relationship with us as a contractor artist or artist representative, or any other interaction you may have with us.

This policy has been prepared taking into account the *Act respecting the protection of personal information in the private sector* and other laws of the province of Quebec and the federal laws of Canada, and their regulations (hereinafter, the "**applicable laws**"). As a result, the rights and obligations set forth in this policy may not be consistent with the privacy requirements of all jurisdictions. If you use the Website or attend our events and you are not a resident of Quebec, please note that by providing your personal information, you are deemed to consent to: (i) the collection, use and disclosure of your personal information in Quebec; and (ii) the collection, use and disclosure of your personal information in accordance with the laws of the province of Quebec (which may differ from the privacy laws of the jurisdiction of your residence) and this policy.

2. Definition of Personal Information

When used in this policy, "**personal information**" means any information that allows the identification of an individual. This may include, for example, your name, contact information, email address, information relating to an account you have created with us, including your identity and the products and services (for instance, concert or game tickets) you have purchased or payment information. It may also include technical information, such as IP addresses of Website visitors, browsing history on our Websites, or information collected if you connect to the Wi-Fi in our Venues, but only when this information can identify you as an individual. Information that is aggregated and cannot be associated with an identifiable

individual is not considered to be personal information, as long as it is reasonable to expect that such information can no longer directly or indirectly identify an individual.

3. What do we collect and how do we collect it?

a) **Information you provide directly to us.** In many cases, we collect personal information directly from you when you are interacting with us, for instance:

- Contact information, such as name, email address, mailing address, gender, date of birth and phone number when you create an account on the Websites, make an inquiry or contact us in person or through the Websites or when you enter a contest or promotion;
- Demographic data, such as your age, race and gender, or information about events you enjoy or products you purchase. We can collect this information as part of a survey, as an example;
- Details relating to your health if you have accessibility requirements during our events.

b) **Information Collected Automatically.** In some cases, we may collect information automatically which may not necessarily identify you as an individual. For instance, we may collect the following type of information:

- CCTV: As a security measure and in order to ensure the safety of our guests, tenants and occupants of our Venues, we may use Closed Circuit Television (CCTV) at various locations in order to maintain the security of our Venues. This collection is subject to applicable privacy laws and may be shared only in limited circumstances, as detailed in the section of this policy entitled Sharing of Personal Information.
- Traffic and Device Count: We may use cameras and other technologies at our Venues to conduct anonymous video analytics and anonymous traffic analysis. These practices allow us to track the number of individuals at a specific location and estimate certain demographic information such as gender and age, but does not allow us to identify or store photos or videos of them. We may also track devices which have accessed our Wi-Fi, on an anonymous basis, for similar purposes. We may use statistical data about traffic at our Venues to help us manage our Venues, and we may share this statistical information with our business partners, including advertisers.
- Google Analytics: We use Google Analytics which allows us to see information on online user activities including, but not limited to, page views, source and time spent on our Websites. This information is depersonalized and is displayed as numbers, meaning that it cannot be tracked back to individuals. You may opt-out of our use of Google Analytics by visiting the [Google Analytics opt-out page](#).
- Online Advertising: We use advertising and retargeting services (such as Google AdWords Remarketing, Facebook Advertising, LinkedIn Advertising, Adobe Analytics and Localytics), to advertise our business across the Internet and to advertise on third party websites (including Google) to previous visitors of our Websites. These services will display ads to you based on

sections of the Websites you have viewed by placing a cookie on your web browser when you visit our Websites. This could mean that previous visitors who have not completed a task on our Websites receive an advertisement on the Google search results page, on a site in the Google Display Network or on a social media platform. If you do not wish to receive such personalized advertising, you may opt out by changing your settings on the social media services you are using, through the advertising services (for instance by visiting [Google's Ads Preferences Manager](#)). You can also generally opt-out of receiving personalized ads from third party advertisers and ad networks who are members of the Digital Advertising Alliance of Canada. Please visit the [DAAC opt-out page](#) for more information.

- Geolocation Information: If you choose to use our applications, we may collect geolocation information if you have activated this functionality. For instance, we may identify that you have entered our Venue.
- Social Media: If you sign into one of our Websites using a social media account such as Facebook, Google, LinkedIn, TikTok or X ("**Social Media Platforms**"), we collect information that you have added to your registration profile from these accounts and which is made available to us by default by Social Media Platforms. We may also collect personal information about you from your use of Social Media Platforms, through which you allow us to collect (or the third party to share) personal information about you, such as details of your friends/connections, "likes", comments you have shared, groups and location. In addition, we may receive personal information about you if other users from a third party website give us access to their profiles and you are one of their friends/connections or information about you is otherwise accessible through your friends'/connections' web page, profile page, or a similar page on a Social Media Platform or other third party website or interactive service. We may supplement the information we collect about you directly with the information we receive from third parties in order to enhance our ability to serve you, to tailor our content to you and send you details of promotions and/or offers which we believe may be of interest to you, although at all times, in compliance with applicable privacy laws.

c) Information we obtain from other sources.

- From third parties: In some other cases, we may collect personal information from third parties (for example, from the vendor through which you purchased a ticket to our event or the promoter or producer with whom we are collaborating for your event), with your prior consent and/or as authorized by law.
- From our Websites or our Wi-Fi: We use technology such as cookies or pixels which have various uses on our Websites. When you visit our Websites or connect to our Wi-Fi at our Venues, we may collect technical information using electronic means such as cookies. This information may include information about your visit or use, including the IP address of your device/computer (the number automatically assigned to your device/computer whenever you access the Internet and that can sometimes be used to derive your general geographic area) and which browser you used to access our Websites or Wi-Fi, your operating system, resolution of screen, location, language settings in browsers, the site you came from, keywords searched (if arriving from a search engine), the number of page views, as well as information you entered and advertisements you have seen. For

information about your options with cookies, please refer to the Your options relating to your personal information section of this policy. We may also collect unique identifiers (including mobile device identification numbers (e.g. Apple's Identifier for Advertising IP (IDFA) or Google's Android Advertising ID (AAID)), and connection information (e.g. mobile operator, ISP, Wi-Fi connection), which can identify the physical location of such devices, in accordance with applicable law. We may also be able to recognize that a specific device belongs to you if you are a member of Club 1909.

4. How do we use your personal information?

We generally use personal information for the following purposes:

- a) to provide our products and services and, when we act as a lessor, the products and services of the artists and event producers and promoters with whom we do business, for the following purposes:
 - to establish and administer your accounts;
 - to respond to your requests and inquiries, including emails relating to your account or a ticket purchase;
 - to allow you to purchase or manage your tickets;
 - to confirm your identity and protect the privacy of the individuals who communicate with us by phone, electronically or otherwise;
- b) to manage our activities and operations, including:
 - deploy and manager our IT systems and the security of our networks;
 - manage our Websites and facilitate their use;
 - allow your participation to a survey or, as applicable, contest, promotions and chats (for example, we may share a survey on the quality of our products, our services or our customer service after an event);
 - for internal training, quality assurance, risk management, detection of fraud or illegal activity and to protect the security of our company, our Websites, our customers and our Venues;
 - monitor and investigate in the event of an incident and manage claims;
 - to satisfy legal or regulatory requirements or meet other objectives permitted or required by law.
- c) To communicate with you in different ways, subject to your right to withdraw your consent as provided in this policy, such as:

- sending our newsletters to you while allowing you to unsubscribe at all times;
- presenting personalized advertising to you relating to our products and services if we believe it would interest you;
- sharing information using various means (i.e email, text or telephone) about our events, promotions, special offers or contests that could interest you.

d) to perform certain data analysis in compliance with applicable laws with the objective of:

- better understanding and assessing the interests, wants and changing needs of customers with a view to provide personalized products and services;
- improving our products and services and develop new ones (for instance, we may assess the types of events our customers prefer to determine which types of events to organize in the future with the help of surveys, for example);
- improving the performance of our Websites;
- measure the efficiency of our marketing campaigns and develop new campaigns that are adapted to our customers' needs.

In such cases, we generally will anonymize and/or aggregate your personal information so that it no longer includes information that may identify you.

If you have applied for employment with us, we will use your personal information for recruitment and other customary human resources purposes. For example, we may send you information about new job opportunities within evenko as well as other career development resources, subject to your right to withdraw consent provided in this policy.

5. Sharing personal information

We may make your personal information available to third parties or service providers to fulfill the purposes for which it has been collected or as set forth in this policy. Groupe CH will not sell, rent or trade your personal information to any third party. However, we may share your personal information when authorized by law or as follows:

- a) **Related entities.** We may share personal information with other entities of Groupe CH as well as with Live Nation and our Venues, for the purposes detailed in section 4, including for advertising and marketing purposes (subject to your right to withdraw consent provided in this policy), at all times in compliance with applicable privacy laws.
- b) **Business partners.** In certain circumstances, we may share personal information with our business partners, including the artist, promotor or sponsor of the event, or third parties operating

the Venues, and the NHL. We may also share personal information with other business partners with your consent or as permitted by law.

- c) Service providers.** We may hire service providers to help us perform our services, exploit our systems and technical applications and execute our advertising and marketing strategies. This may include, without limitation, a person or an organization we retain to perform work on our behalf (e.g. ticketing). We provide them with the limited amount of information necessary in order for them to provide the services required. They are prohibited from using the information for purposes other than to facilitate and carry out the services they have been engaged to provide. These service providers are not permitted to disclose this information to others. We will seek to protect personal information disclosed to third parties through contractual agreements.
- d) As permitted or required by law.** From time to time, we may be compelled to disclose personal information in response to a law, regulation, court order, subpoena, valid demand, search warrant, government investigation or other legally valid request or enquiry. We may also disclose personal information to our accountants, auditors, agents and lawyers in connection with the enforcement or protection of our legal rights. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful or to law enforcement, in an emergency or where required or permitted by law. We may release certain personal information when we have reasonable grounds to believe that such release is reasonably necessary to protect the rights, property and safety of others and ourselves, in accordance with or as authorized by law.
- e) Business transactions.** We may disclose personal information to a third party in connection with a sale or transfer of business or assets, an amalgamation, re-organization or financing of parts of our business. However, in the event the transaction is completed, your personal information will remain protected by applicable privacy laws. In the event the transaction is not completed, we will require the other party not to use or disclose your personal information in any manner whatsoever and to completely delete such information.
- f) Online advertising partners.** We may submit your email address to advertising partners, such as Facebook, X, Google or LinkedIn, in order to determine if you are a registered user of these platforms and if that is the case for the purpose of displaying advertisements to you on these platforms which will be of interest to you. Use of your information by these platforms is subject to their privacy policy and you may manage your privacy settings directly through these platforms, including with respect to online advertising.

Only those of our employees or trusted third party contractors, who need access for business reasons, or whose duties reasonably so require, will be granted access to personal information about customers.

6. Your options with regards to personal information

In general, when you interact with us, either through our Websites, in person at our Venues or through any other interaction you may have with us (for instance, when you purchase a game or concert ticket), you are providing your consent to the collection, use and disclosure of your personal information as set out in

this policy. In certain cases, your consent may be “implied”, meaning your permission is considered to have been given from your action or inaction at the time of collection, use or communication of your personal information. Personal information may only be collected, used or disclosed without consent to the extent permitted by applicable laws. Consent may be withdrawn at any time, subject to legal or contractual restrictions and reasonable notice.

Withdrawing your consent for integral purposes. If you withdraw your consent for purposes that are integral to the provision of our products and services, we may have to limit the services or products we are able to provide. If you ask us to shut down your account or delete your information, we will disable your account within a reasonable period of time. Please note that we may need to retain some information about you in order to satisfy our legal and security obligations. For example, some of your information may remain in back-up storage even if you ask evenko to delete it.

Withdrawing your consent for secondary purposes. Withdrawing your consent for secondary purposes will not impact the provision of such products and services. You may withdraw your consent to your personal information being used and/or shared for the following secondary purposes:

- a) You may always limit the electronic communications we send you. To opt-out of commercial emails, simply click the link labeled “unsubscribe” or “opt-out” at the bottom of any commercial electronic communication we send you. Please note that even if you opt-out of promotional communications, we may still need to contact you with important information about your account;
- b) You may opt out with our advertising partners, as detailed in section in this policy;
- c) You may withdraw your consent by communicating with us directly using the information provided in the Contact Us section; and
- d) Your device or browser may provide certain privacy parameters or controls that allow you to refuse, deactivate or activate certain cookies. You will find detailed instructions on how to personalise these parameters in the help menu of your browser. You may also accept or refuse certain cookies through the banner that appears on our Websites. You will find more information on the use of these technologies in our Cookies Policy.

Please note that even though you have indicated your choice not to receive commercial messages from us, we may continue to communicate with you in relation to a service, in compliance with applicable laws (providing you with a customer service notice relating to a product or service, for example. Important information about your events, a notice relating to a product or service). Additionally, a change in your preference may take up to 10 business days to register.

7. Children

Our Websites are dedicated to a general public and not to children under 14 years old. If you are under 14 years old and do not have the authorization of a parent or legal guardian to visit our Websites, you may not access the Website or use our services. If we learn we have collected or received Personal information

from a child where parental confirmation was required, we will delete such information. If you believe we might have any information from or about a child where we should have obtained parental consent, please contact us using the contact information detailed in the Contact Us section below.

8. Third party privacy policies

This policy only addresses our own collection, use and disclosure of personal information. Other websites that may be accessible through our Websites have their own privacy policies and data collection, use and disclosure practices. We encourage you to familiarize yourself with the privacy statements provided by all third parties prior to providing them with information or taking advantage of an offer or promotion.

9. Where do we keep your personal information?

We try to ensure that your personal information is kept in Quebec or, when this is not possible, in Canada. However, information stored on our service providers' servers may be located outside Canada (notably in the United States) and may therefore be subject to the laws of those countries, including any laws permitting access by government authorities. Where applicable, subject to such foreign laws, we will use contractual measures to the best of our ability to maintain protections for your personal information that are at least equivalent to those that apply in Quebec.

10. How do we protect and retain your personal information?

We will use reasonable security measures to protect your personal information against unauthorized access. We have implemented security measures that contain administrative, technical and physical controls that are designed to safeguard your Personal information. Unfortunately, no collection or transmission of information over the Internet or other publicly accessible communications networks is 100% secure and we ask that you do not provide us with sensitive personal information such as credit card information by email.

We retain your personal information as long as it is necessary to provide our services, to manage our activities and to comply with our legal and regulatory obligations. When we no longer require the information, your personal information is securely destroyed or anonymized (in a way that no longer allows you to be identified).

11. Access, correction and other requests relating to your personal information

You have the right to access your personal and request its correction if it is incorrect. Incomplete or obsolete, subject to any legal restriction that may apply.

You may also withdraw your consent to the collection, use or communication of your personal information at any time, subject to legal and contractual restrictions. The withdrawal of your consent will not have a retroactive effect and may impact your ability to access our services, offers and content.

You also have the right to request additional information about how we process your personal information, including as it relates to the categories of individuals who have access to your personal information within our company as well as the applicable retention period for your information. If you need assistance

updating your personal information, please contact us using the information detailed in the Contact Us section below.

12. Contact Us

If you have questions, concerns or complaints regarding this policy or the personal information that we have collected or that it may have been disclosed to third parties, please contact privacy@groupech.ca. You may also write to us at the following address:

Groupe CH
1275, Saint-Antoine Street West
Montreal (Quebec) H3C 5L2
Attention : Responsible for the Protection of Personal Information, Legal Department

13. Change to the Privacy Policy

We will review and update its policies and procedures as required to keep current with rules and regulations, new technologies and standards. Our policy may therefore change from time to time. We will post any privacy policy changes on our Websites and, if the changes are significant, we will provide a more prominent notice.