

## **LA28 TICKETING PRIVACY NOTICE**

This Privacy Notice (“**Privacy Notice**”) describes how the Los Angeles Organizing Committee for the Olympic and Paralympic Games 2028 and United States Olympic & Paralympic Properties, LLC, a non-profit 501(c)(3) organization (collectively, “**LA28**,” “**we**,” or “**us**”), collects, uses, and discloses information that can be used, directly or indirectly, to identify you (“**Personal Information**”). This Privacy Notice applies to Personal Information that is processed in connection with our ticketing website, <https://tickets.la28.org> (the “**Ticketing Site**”) and supplements the information provided in our general Privacy Policy available at <https://la28.org/en/footer-links/privacy-policy.html>.

LA28 acts as the data controller of the Personal Information processed in connection with the Ticketing Site. Eventim AXS Ticketing LLC (“**AXS/Eventim**”) hosts the Ticketing Site and may be an independent controller of your Personal Information in certain circumstances. For more information on how AXS/Eventim uses Personal Information, and how you can exercise your data protection rights with them, please see the AXS privacy policy available at [https://www.axs.com/legal/privacy\\_policy.html](https://www.axs.com/legal/privacy_policy.html) and the Eventim privacy policy available at <https://www.eventim.com/help/data-protection/>.

In order to access the Ticketing Site, it is necessary to create your Olympic Membership account (also referred to as “**LA28 ID**” or “**Olympic ID**”). In connection with your Olympic ID registration, authentication and the management of your data that is collected when you sign up for and log in to your account, the distribution of the webpages that support the Olympic ID, as well as the analysis of traffic to such webpages for security purposes, the International Olympic Committee (“**IOC**”) and LA28 will act as joint data controllers. Joint data controllers are two or more parties that together decide why and how your personal data is processed. The IOC Privacy Policy available at the following address: <https://www.olympics.com/en/privacy-policy> provides more detailed information about the processing of Personal Information carried out jointly by IOC and LA28 for the purpose of creation and management of the Olympic ID.

We may provide different or additional notices of our privacy practices with respect to other Personal Information collection practices not within the scope of this Privacy Notice, in which case this Privacy Notice will not apply.

### **CATEGORIES OF PERSONAL INFORMATION WE COLLECT**

LA28 processes Personal Information for various types of users of the Ticketing Site including: members of the general public, business contacts within corporate customers, contacts within groups created on the Ticketing Site, athletes, family and friends of athletes, members of the Olympic family, Olympic officials and their family members, staff of LA28 and its organizing partners, and employees of third-party providers who use the Ticketing Site. The specific types of Personal Information we collect about you depends on the nature of your relationship with us. Below, we describe the categories of Personal Information we collect and explain how we use this information.

- **Account creation and access management.** When you create an account we collect identification data such as full name, birthdate, gender, and a unique account identifier. We also collect contact information like phone number and email address, along with location details including country and ZIP code. For authentication, the Ticketing Site uses email, password, and the unique account identifier. Additionally, device and browsing

information—such as the source of account creation, pages visited, and products consumed—is recorded.

- **Ticketing user profile management.** When you register to purchase tickets we collect the group, company, federation, or institution with which you are associated, if applicable. We also collect your contact and demographic details like first and last name, date of birth, ZIP code, country, and email address. We also collect ticket draw registration information, and your unique account identifier. You may optionally provide your preferences such as favorite Olympic and Paralympic sports, favorite national team, and preferred competition venue.
- **Ticket purchases.** We collect and/or generate information in connection with ticket purchases including ticket numbers, ticket IDs, order IDs, amounts, ticket characteristics, other purchased products, assigned seats, events, locations, cancellations, refunds, and purchase dates. We also collect financial data, such as payment method, and payment card information.
- **Customer support interactions.** In connection with customer support interactions, we collect your identity information like first and last name as well as your contact details like phone number and email address. We may also collect transcripts of online chats, and possibly other personal information, as well as any other content that you send to us in order to reply. We use this information in order to receive, and act upon, your feedback or issues.

## SOURCES OF PERSONAL INFORMATION

We may collect your Personal Information in the following ways:

- **Directly From You.** When you engage with the Ticketing Site, sign up for and sign in to an Olympic Membership account, sign up to receive emails and/or text messages, and engage with customer support.
- **Through Our Use of Cookies and Similar Technologies.** When you visit the Ticketing Site and account sign up/sign in page, we, or third parties we work with, collect certain information using technologies such as cookies, web beacons, clear GIF, pixels, internet tags, web server logs, and other data collection tools. For more information, please see the [Cookies and Similar Technologies](#) section below.
- **On Location platform.** On Location Events, LLC (“On Location”) is LA28’s official hospitality operator. On Location has received the authorization to book tickets for the LA28 Olympic and Paralympic Games for its clients. Where applicable, On Location collects Personal Information under its own responsibility, as data controller, and will transmit such Personal Information to LA28. The initial collection of your Personal Information may be carried out by On Location in compliance with its own privacy policy, available at the following address [LA 2028 Official Hospitality | <<https://hospitality.la28.org/en/privacy-policy>>](https://hospitality.la28.org/en/privacy-policy) . Personal Information will then be processed by LA28 for the purposes specified herein and in accordance with this Privacy Notice.
- **Olympic and paralympic Stakeholders Tickets.** LA28 offers to certain partner organizations (hereinafter the “**Stakeholders**”) to order bulk tickets and allocate them to ticket holders. Where applicable, the Stakeholder initially collects the ticket holder’s Personal Information, as data controller, and then transmits such Personal Information to LA28. It is the Stakeholder’s responsibility to inform the ticket holders of the Personal Information it collects and transmits to LA28. After receiving Personal Information from the Stakeholder, LA28 will send a claim link to the final ticket holder enabling them to download

the ticket(s) on the Ticketing Site. The ticket holder's Personal Information is then collected and processed by LA28 for the purposes specified below and in accordance with this Notice. In the event of a subsequent transfer of the ticket by the ticket holder to another individual, the collection and processing of the new ticket holder's Personal Information by LA28 are carried out for the purposes specified below and in accordance with this Notice.

- **Other Sources**, including from the original ticket purchaser or ticket holder in the event of a ticket transfer, data analytics providers, or publicly available sources.

Any information we receive from outside sources will be treated in accordance with this Privacy Notice. We are not responsible for the accuracy of the information provided to us by third parties and are not responsible for any third party's policies or practices.

## PURPOSE AND LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION

We may use the categories of Personal Information identified above for the following purposes:

Purposes	Legal Basis
Creation, management, and administration of user accounts on the Ticketing Site	Our legitimate interest in facilitating the organization and administration of the Ticketing Site, to include maintaining consistent account information to support a smooth user experience, and contractual necessity.
Maintenance of webpages supporting account creation and authentication	Our legitimate interest to deliver digital content requested by users, evaluate the performance of the Ticketing Site, and to analyze traffic to the Ticketing Site and related domains for security purposes and to detect and block malicious activity.
Management of ticket allocations and purchases, management of transfers, exchanges, resale and consignment of tickets	Our legitimate interest in facilitating the provision of ticket allocations, and contractual necessity.
Billing & financial reconciliation	Our legitimate interest in the accounting and financial management of ticket sales, including invoicing and managing online payments.
Customer requests management, after-sales service	Our legitimate interest in managing requests and providing ticketing support.
Account notification management	Our legitimate interest in informing users of the status of ticket allocations
Fight against fraud	Our legitimate interest to enforce and defend our legal interests, combat ticketing fraud, and more generally to investigate, prosecute and sanction any suspected or actual breach of any applicable rule, including in particular the Olympic Charter and the IOC Code of Ethics.
Data subject rights request management	Compliance with our legal obligations.
Dispute management	Our legitimate interest in enforcing and defending our legal interests.

Purposes	Legal Basis
Fan Engagement	Our legitimate interest in understanding our fans, personalizing our services, products and communications and, where you have provided your consent or as otherwise permitted under applicable law, sending you direct marketing or otherwise marketing to you, including marketing related to our products, services, and partners.

Some of the processing that's carried out in support of the purposes detailed above is done by LA28 and the IOC in their capacity as joint data controllers. In particular, processing related to Olympic Membership account registration, authentication, and management, as well as the distribution and protection of webpages relevant to those functions.

## DISCLOSURE OF PERSONAL INFORMATION

We disclose the categories of Personal Information described above in the following circumstances or as otherwise described in this Notice:

- **Our Service Providers, Contractors and Processors:** We may disclose the Personal Information described above with service providers, contractors and processors including AXS/Eventim.
- **Legal Disclosures:** We may disclose Personal Information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements. We may also disclose Personal Information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of LA28, the IOC, our users, the public, or others.
- **Disclosing to Advisors and Lawyers:** We disclose Personal Information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Disclosure of Personal Information During Change of Ownership:** We may disclose Personal Information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Among the Olympic and Paralympic Family:** Personal Information shall be disclosed by LA28 to organizations in the Olympic and Paralympic family, including the United States Olympic & Paralympic Committee ("USOPC"), the International Olympic Committee ("IOC"), and the International Paralympic Committee ("IPC"). The USOPC, IOC, and IPC will each use the data that it receives as a separate data controller. Regarding the IOC, such use cases include those described in the [Ticketing Terms & Conditions](#). For more information on how each of these entities uses Personal Information, and how you can exercise your data protection rights with each of them, please see the [USOPC Privacy Policy](#), the [IOC Privacy Policy](#), and the [IPC Privacy Notice](#).
- **Among Our Family of Companies:** Personal Information may be disclosed between and among LA28 and our current and future parents, affiliates, and subsidiaries, other

companies under common control and ownership.

- **Partners:** Personal Information may be disclosed between and among partners that LA28 engages in joint marketing with.
- **With Your Consent:** We disclose Personal Information with your consent or at your direction.
- **Disclosure of Non-Personal Information:** We may also disclose anonymized, aggregated or de-identified information that cannot reasonably be used to identify you. Anonymized or otherwise non-identifiable data is generally no longer considered Personal Information under applicable law.

## COOKIES AND SIMILAR TECHNOLOGIES

In accordance with applicable law, we and our third-party providers may use cookies, tags, pixels, web beacons or other tracking technologies (collectively, “cookies”) on our Ticketing Site. A cookie is a small amount of data that is transferred to visitors’ web browsers and/or stored on your device as you are browsing; they are processed and stored by your web browser.

We may use the following types of cookies on our Ticketing Site:

Cookie Type	Description
Analytics Cookies	Analytics cookies may be placed by us or third parties to enable us to understand, for example, more about how many visitors we have to our Ticketing Site, how many times they visit us and how many times a user viewed specific pages within the Site.
Essential Cookies	These are cookies that our Ticketing Site needs in order to function, and that enable you to move around and use the Site and its features. Without these essential cookies, the Site will not perform as smoothly for you as we would like it to and we may not be able to provide the Site or certain services or features you request. Examples of where these cookies are used include: to determine when you are signed in, to determine when your account has been inactive, and for other troubleshooting and security purposes.
Targeted Advertising Cookies	Advertising cookies may be placed by us or third parties to enable third party ad networks to recognize a unique cookie on your computer or mobile device. The information that is collected and shared by these types of cookies may also be linked to the device identifier of the device you are using to allow us to keep track of all the websites you have visited that are associated with the ad network. This information may be used for the purpose of targeting advertisements on our Ticketing Site and third-party sites based on those interests.

We may use the information collected through cookies for several reasons, including:

- To make our Ticketing Site easier to use.
- To gather metrics about how users interact with our Ticketing Site.
- For security reasons.
- To help manage and display advertisements.
- To tailor advertisements to your interests.

Where required by law, we obtain your consent for analytics and behavioral advertising cookies. Please note that you can adjust your cookie preferences at any time via the **Cookie Settings** link in the footer of our website. If you disable certain cookies, your ability to use some features of the Ticketing Site may be limited. Any choice concerning cookies is browser and/or device specific. If you clear your cookies from your browser on any of your devices, your choices will need to be reset.

**Opt-Out Preference Signals:** An opt-out preference signal is a signal that is sent by a platform, technology or mechanism on your behalf that communicates your choice to opt-out of the sharing for targeted advertisements or sale of your Personal Information. You can learn more about implementing opt-out preference signals by visiting, <https://globalprivacycontrol.org/>, or by exploring other developing technologies and services that offer this tool. We treat opt out preference signals like Global Privacy Control as valid requests to opt out of targeted advertising where applicable. We will not use, disclose or retain this additional information for any purpose other than to facilitate the request. Some web browsers incorporate a "Do Not Track" (DNT) or similar feature that signals to websites that a visitor does not want to have his/her online activity and behavior tracked. Not all browsers offer a DNT option and there is currently no industry consensus for how to recognize or respond to a DNT signal, as a result we may not recognize DNT signals.

## **YOUR RIGHTS & CHOICES**

Depending on where you are located, you may have certain rights associated with the Personal Information that is processed through the Ticketing Site. For more detailed information regarding your rights and choices and how to exercise them, please see the LA28 [Privacy Policy](#).

## **SECURITY OF PERSONAL INFORMATION**

We take the privacy of your Personal Information seriously. We use commercially reasonable technical, administrative and physical security measures to protect your Personal Information, including generally accepted industry standards to protect the Personal Information submitted to us during transmission and once we receive it. However, no method of transmission over the Internet or method of electronic storage is absolutely secure, so we unfortunately cannot guarantee absolute security. In the event of a breach that we are required by law to inform you of, we may notify you electronically, in writing, or by telephone, if permitted to do so by law. If you create an account on the Ticketing Site, you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. If you have reason to believe that your interaction with us is no longer secure (e.g., if you feel that the security of your account has been compromised), please contact us immediately as detailed in the [Contact Us](#) section below.

## **RETENTION OF PERSONAL INFORMATION**

We store Personal Information for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

## **OTHER IMPORTANT INFORMATION**

- **International Transfer of Personal Information.** LA28 is headquartered in the United States, and we have operations and service providers in the United States and other countries. As such, we and our service providers may process your Personal Information in jurisdictions that may not provide equivalent levels of data protection as your home jurisdiction. We will take steps to ensure that your Personal Information receives an adequate level of protection in the jurisdictions in which we process it.
- **Children.** This website is not intended for or directed at children under the age of 18. If you learn that your child has provided us with Personal Information without your consent, please alert us as detailed in the [Contact Us](#) section below.
- **Links to External Websites.** The Ticketing Site may link to other websites that are not owned or controlled by LA28. Please note that these websites' privacy policies may differ from those of LA28 and that this Privacy Notice only applies to Personal Information collected on the Ticketing Site. We have no control over third party websites and are not responsible or liable for the privacy or business practices of any third party websites linked on the Ticketing Site. We encourage you to read the privacy policy of any website you may visit, as we are not responsible for such websites' content and policies.
- **Changes to this Privacy Notice.** Except to the extent limited by applicable law, we reserve the right to update this Privacy Notice to reflect changes to our practices by prominently posting notice of the update on our website. Any updates will become effective after posting the updates to this Privacy Notice and apply to all Personal Information collected about you. If we make any changes to this Privacy Notice that materially impact previously collected Personal Information about you, we will, to the extent that we have your email address, notify you by email and/or obtain consent where required by applicable law.
- **California Shine the Light.** If you are a California resident, California law permits you to request certain details about how your Personal Information is disclosed to third parties for third parties' direct marketing purposes. To make such a request, please send an email to [privacy@la28.org](mailto:privacy@la28.org), or write us at:

California Shine the Light Request  
1150 Olive Street, Suite 700  
Los Angeles, California 90015

## CONTACT US

If you have any questions about this Privacy Notice, please contact us at [privacy@la28.org](mailto:privacy@la28.org).

If you are not satisfied with our response, you may have a right to lodge a complaint with your local supervisory authority.

**Last Updated:** 14 January, 2026

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