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# PRIVACY POLICY

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SXSW, LLC, its agents, subsidiaries and affiliates (“SXSW” or “we”) produces the SXSW Conferences and Festivals, SXSW EDU Conference and Festival (collectively, the “Events”) and is committed to respecting your privacy. **By using or accessing our Services or a Site (defined below) in any manner, you agree to this Privacy Policy and the website [Terms of Use](#). If you do not agree to be bound by these terms, please leave the Site and do not use the Services.**

As we continually work to improve our Services (defined below), we may need to change this Privacy Policy from time to time. Upon material changes, we will alert you to any such changes by placing a notice on the Site or Services, as applicable, by sending you an email and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes.

You may print a copy of this Privacy Policy by clicking here [\[INSERT LINK THAT LAUNCHES PRINTABLE VERSION\]](#).

## PRIVACY POLICY TABLE OF CONTENTS

### [What This Privacy Policy Covers](#)

#### [Personal Data Overview](#)

#### [How We Collect Personal Data](#)

- *Categories of Sources of Personal Data*
- *Our Commercial or Business Purposes for Collecting or Disclosing Personal Data*

#### [How We Disclose Your Personal Data](#)

#### [Tracking Technologies](#)

#### [U.S. State Privacy Rights](#)

#### [Exercising Your Rights under U.S. State Privacy Laws](#)

#### [European Union, United Kingdom, and Swiss Data Subject Rights](#)

#### [Other Privacy-Related Preferences](#)

#### [Data Security](#)

#### [Data Retention](#)

#### [Personal Data of Children](#)

#### [How to Contact SXSW](#)

## WHAT THIS PRIVACY POLICY COVERS

This Privacy Policy identifies what Personal Data (defined below) is collected about you and how it’s used by SXSW when you use the websites [sxsw.com](#), [sxswedu.com](#), [schedule.sxsw.com](#), [social.sxsw.com](#), [panelpicker.sxsw.com](#), [cart.sxsw.com](#), [volunteer.sxsw.com](#), [id.sxsw.com](#), [merch.sxsw.com](#), or other related sites as well as the SXSW and SXSW EDU TV apps and SXSW GO and SXSW EDU GO mobile apps (each, a “Site”, and collectively, the “Sites”), apply to, register for, or attend Events, purchase goods or services, or communicate with SXSW (together with the Sites, the “Services”).

“Personal Data” means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information,” “personal information,” or “sensitive personal information” under applicable data privacy laws, rules or regulations.

This Privacy Policy does not cover the practices of companies we don’t own or control or people we don’t manage, including companies or websites that you access through linked advertisements. Our Sites or emails may include links to external websites of third-party sponsors, SXSW business partners or advertisers. Third parties may use their own cookies, tracking codes, or web beacons when you click on their advertisement or link to their website or service, even if the advertisement simply appears on a page or in an email that you are viewing. In certain situations, you may be temporarily redirected to another website, which may not be apparent to you. We do not control the use of cookies, tracking codes, or web beacons by third parties, or how they manage personal data you provide to them. You should review the privacy policy of the websites you visit to understand their privacy practices before you share personal data.

## PERSONAL DATA OVERVIEW

Below is an overview of the type of personal data SXSW collects and how we use that personal data. The column on the left details which category of Personal Data is applicable for the entry on that row. **Please note that we do not collect all of this information from each individual we interact with. Some of the information below may be collected only if voluntarily provided by you.**

Categories of Personal Data (and Examples)	Business or Commercial Purposes for Collection	Categories of Third Parties To Whom We Disclose This Personal Data
<b>Profile or Contact Data</b> , such as first and last name, email, phone number, and mailing address	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Affiliates</li> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Business Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<b>Identifiers</b> such as participation in the Event as a speaker, artist, filmmaker, or otherwise)	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> <li>● Affiliates</li> <li>● Business Partners</li> </ul>
<b>Payment Data</b> , such as financial account information, payment card type, last 4 digits of payment card, and billing address, phone number, and email	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers, specifically our payment processing partners, currently: PayPal, Chase Orbital, Shopify, American Express and Square</li> </ul>
<b>Commercial Data</b> , such as purchase history and consumer profiles	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>

<p><b>Device/IP Data</b>, such as IP address, device ID, type of device/operating system/browser used to access the Services, and IP-address based location data</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Business Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<p><b>Web Analytics</b>, such as web page interactions, referring webpage/source through which you accessed the Services, and statistics associated with the interaction between device or browser and the Services</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Business Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<p><b>Demographic Data</b>, such as age range or date of birth, zip code, and gender</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Business Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<p><b>Professional or Employment-Related Data</b>, such as education background, job title, company name, industry, role, seniority, buying role, and income range/household income</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Marketing the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Advertising Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<p><b>Categories of Data Considered “Sensitive” Under the U.S. State Privacy Laws (as defined below)</b>, such as precise geolocation, specifically a QR code and unique RFID (radio frequency identification, which you can read more about <a href="#">here</a>), code embedded in each SXSW badge and wristband, each of which, if scanned, can identify the location of events you attend, race, and ethnicity, sexual orientation, disability and accessibility needs</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<p><b>Other Identifying Information that You Voluntarily Choose to Provide</b>, such as identifying information in emails, letters, texts, or other communications</p>	<ul style="list-style-type: none"> <li>● Providing, Customizing and Improving the Services</li> <li>● Corresponding with You</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>

## HOW WE COLLECT PERSONAL DATA

### Categories of Sources of Personal Data

We collect Personal Data about you from the following categories of sources:

- **You**
  - When you provide such information directly to us.
  - When you create an account or use our interactive tools or the Sites.
  - When you voluntarily provide information in free-form text boxes through the Sites or through responses to surveys or questionnaires.
  - When you send us an email or otherwise contact us.
  - When you make a purchase.
  - When you participate in SXSW Events as a speaker, artist, filmmaker, etc.
  - When you use the Sites, including when information is collected automatically.
  - Through cookies, web beacons, and other tracking technologies (described in the “Tracking Technologies” section below).
  - If you download our mobile application or use a location-enabled browser, we may receive information about your location and mobile device, as applicable.
  - If you download and install certain applications and software, we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you with the relevant Services, such as information regarding when you are logged on and available to receive updates or alert notices.
- **Third Parties**
  - Vendors.
    - We may use analytics providers to analyze how you interact and engage with the Services, or third parties to help us provide you with customer support.
    - We may use vendors to obtain information to generate leads and create user profiles.
  - Advertising Partners.
    - We receive information about you from some of our vendors who assist us with marketing or promotional services related to how you interact with our Services, applications, products, services, advertisements or communications.

### Our Commercial or Business Purposes for Collecting or Disclosing Personal Data

- **Providing, Customizing and Improving the Services**
  - Creating and managing your account or other user profiles.
  - Processing orders or other transactions; billing.
  - Providing you with the products, services or information
  - Meeting or fulfilling the reason you provided the information to us.
  - Providing support and assistance for the Services.
  - Improving the Services, including testing, research, internal analytics and product development.
  - Personalizing the Services, website content and communications based on your preferences.
  - Doing fraud protection, security and debugging.
  - Carrying out other business purposes stated when collecting your Personal Data or as otherwise permitted pursuant to applicable data privacy laws, such as the California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020 (the “CCPA”), the Colorado Privacy Act (the “CPA”), the Connecticut Data Privacy Act (the

“CTDPA”), the Delaware Personal Data Privacy Act (the “DPDPA”), the Iowa Consumer Data Protection Act (the “ICDPA”), the Maryland Online Data Privacy Act (the “MDODPA”), the Minnesota Consumer Data Privacy Act (the “MNCDDPA”), the Montana Consumer Data Privacy Act (the “MCDPA”), the Nebraska Data Privacy Act (the “NDPA”), the Oregon Consumer Privacy Act (the “OCPA”), the Tennessee Information Protection Act (the “TIPA”), the Texas Data Privacy and Security Act (the “TDPSA”), the New Hampshire Privacy Act (the “NHPA”), the New Jersey Privacy Act (the “NJPA”), the Utah Consumer Privacy Act (the “UCPA”), or the Virginia Consumer Data Protection Act (the “VCDPA”), or other U.S. laws that may become applicable (collectively, the “U.S. State Privacy Laws”).

- **Marketing the Services**
  - Marketing and selling the Services.
  - Showing you advertisements, including Interest-Based Ads (as defined in the “Tracking Technologies” section below).
- **Corresponding with You**
  - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about SXSU or the Services.
  - Sending emails and other communications according to your preferences or that display content that we think will interest you.
- **Meeting Legal Requirements and Enforcing Legal Terms**
  - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
  - Protecting the rights, property or safety of you, SXSU or another party.
  - Enforcing any agreement with you.
  - Responding to claims that any posting or other content violates third party rights.
  - Resolving disputes.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

## HOW WE DISCLOSE YOUR PERSONAL DATA

We disclose your Personal Data to the categories of service providers and other parties listed in this section. Depending on state laws that may be applicable to you, some of these disclosures may constitute a “sale” of your Personal Data. For more information, please refer to the “U.S. State Privacy Rights” section below.

- **Affiliates.** We may disclose certain Personal Data to our corporate affiliates.
- **Service Providers.** SXSU may engage service providers to help us provide the Services or perform business functions on our behalf. In doing so, these service providers may have access to your Personal Data. Access to your Personal Data by these vendors is limited to the information necessary for it to perform its function for SXSU. For example, if you purchase a badge to attend the Events, we work with online event vendors with whom we share your name and email address to create accounts that allow you to access the online event environment. These service providers may include:
  - Vendors and suppliers that provide us with technology, services, and/or content related to operation and maintenance of our Sites, the Services, the SXSU systems, and the Events.
  - Analytics providers for web traffic or usage of our Services.
  - Security and fraud prevention consultants.
  - Support and customer service vendors.
  - Product fulfillment and delivery providers.
  - Payment processors.
  - Our payment processing partners, PayPal, Chase Orbital, Shopify, American Express, and Square (and their subsidiary service providers) collect your voluntarily provided payment card information necessary to process your payment. We may also work with additional payment processors who you may already have a relationship with or who may process your personal information with your consent.

- Please see PayPal's, Chase Orbital's, Shopify's, American Express, Square's and/or 2CP/TPRO's (as applicable) terms of service and privacy policy for information on their use and storage of your Personal Data.

- **Advertising Partners.** These parties help us market our services and provide you with other offers that may be of interest to you. For example, SXSW works with third party service providers to collect information about your Site activity using common Tracking Technologies (as defined in the "Tracking Technologies" section below). SXSW also uses linked advertisements and newsletters to deliver information to you that is interest-based or about the Event. These Advertising Partners include:

- Ad networks.
- Data brokers.
- Marketing providers.
- Analytics providers that assist with our Interest-Based Ads.

- **Business Partners.** These parties partner with us in offering various services. For example, SXSW links to co-branded products and/or services to websites hosted and operated by companies other than SXSW, such as video content distributors and hotel reservations providers (each a "Channel Partner Website(s)"). The co-branded SXSW pages that you may access through a Channel Partner Website may have different registration processes and privacy policies. If you visit a Channel Partner Website, please read the privacy policy that is posted on that Channel Partner Website. Our Business Partners may also include:

- Businesses that you have a relationship with.
- Companies that we partner with to offer joint promotional offers and opportunities.

- **Parties You Authorize, Access or Authenticate.**

- Third parties you access through the services.
- Sponsors you consent to sharing Personal Data with (for instance, in connection with RFID scans, as discussed [here](#)).
- Other users.

**Legal Obligations.** We may release your Personal Data to third parties when we have a good faith belief it is necessary (1) to comply with valid legal requirements such as a law, legal investigation, regulation, search warrant, subpoena or court order; or (2) in special circumstances, such as a financial or physical threat to you or others, including, without limitation, if SXSW detects that a fraudulent credit card charge may have occurred.

**Business Transfers.** All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part).

**Aggregate Information.** SXSW may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. Such aggregated, de-identified or anonymized data is not Personal Data and we may provide third parties with such data for our lawful business purposes, including, without limitation, to analyze, build and improve the Sites and Services and to promote our business. For example, we might inform third parties regarding the aggregate number of users of our Sites and Services. We will only maintain and use this information in de-identified form and will not attempt to re-identify the information, except to the extent permitted by applicable law.

## TRACKING TECHNOLOGIES

We use common tracking technologies, which include cookies, web beacons, and pixel tags (collectively, “Tracking Technologies”) to collect some of the information detailed in the chart at the beginning of this Privacy Policy. Tracking Technologies are small computer files that we transfer to your computer’s hard drive that allow us to know how often you visit the Sites and the activities you conduct while on the Sites or in connection with the Services (e.g., whether you purchase SXSW credentials, referred to here as a “Badge”). We may use information collected by Tracking Technologies to target your online activity, browser, or apps with certain advertisements and/or to determine the popularity of certain content or advertisements. By using a Site or the Services, you agree to SXSW collecting and using your behavioral information for those purposes. Please note that because of our use of Tracking Technologies, the Sites do not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Tracking Technologies:

- **Essential.** Essential Tracking Technologies are required for providing you with features or services that you have requested. For example, certain Tracking Technologies enable you to log into secure areas of our Services. Disabling these Tracking Technologies may make certain features and services unavailable.
- **Functional.** Functional Tracking Technologies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Tracking Technologies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Performance/Analytical.** Performance/Analytical Tracking Technologies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Tracking Technologies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising. For example, Google LLC (“Google”) uses Tracking Technologies in connection with its Google Analytics services. The Google Analytics Terms of Service and the Google Privacy Policy govern Google’s ability to use and share information collected through Google Analytics. You can prevent your data from being used by Google Analytics by using the Google Analytics Opt-Out tool at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.
- **Retargeting/Advertising.** Retargeting/Advertising Tracking Technologies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled “Information about Interest-Based or Targeted Advertisements.” SXSW works with advertisers that use Tracking Technologies (e.g., LinkedIn Insight Tag, Twitter Pixel, etc.) to collect information about your Site activity and third-party website activity that allows us to customize the content and advertising that is delivered to you. We may also use Tracking Technologies to track our success at reaching audiences and optimize delivery of ad content specifically targeted to your interests based on your use of our Sites. We will not attempt to disaggregate data that third parties report in aggregate.

**Deactivating Tracking Technologies.** You can decide whether or not to accept some Tracking Technologies through your internet browser’s settings. Most browsers have an option for turning off the cookie feature and may allow you to decide on acceptance of some new cookies in a variety of ways. You can also delete all cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our Site and some of the Services and functionalities may not work.

In addition, Tracking Technologies settings on our Sites are available to modify your preferences by clicking here. To find out more information about cookies generally, including information about how to manage and delete cookies, please visit <http://www.allaboutcookies.org/> or <https://ico.org.uk/for-the-public/online/cookies/> if you are located in the European Union.

**Information about Interest-Based or Targeted Advertisements.** We may serve advertisements, and also allow third party ad networks, including third party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements through the Services. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors (“Interest-Based Ads”). Information for Interest-Based Ads (including Personal Data) may be provided to us by you or derived from the usage patterns of particular users on the Services and/or services of third parties. Such information may be gathered through tracking users’ activities across time and unaffiliated properties, including when you leave the Services. To accomplish this, we or our service providers may deliver Tracking Technologies, including a file (known as a “web beacon”) from an ad network to you through the Services. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Web beacons allow ad networks to view, edit or set their own Tracking Technologies on your browser, just as if you had requested a web page from their website.

We comply with the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles for Online Behavioral Advertising. Through the DAA and Network Advertising Initiative (“NAI”), several media and marketing associations have developed an industry self-regulatory program to give consumers a better understanding of, and greater control over, ads that are customized based on a consumer’s online behavior across different websites and properties. To make choices about Interest-Based Ads from participating third parties, including to opt-out of receiving behaviorally targeted advertisements from participating organizations, please visit the DAA’s or NAI’s consumer opt-out pages, which are located at <http://www.networkadvertising.org/choices/> or [www.aboutads.info/choices](http://www.aboutads.info/choices). Users in the European Union should visit the European Interactive Digital Advertising Alliance’s user information website <http://www.youronlinechoices.eu/>.

## U.S. STATE PRIVACY RIGHTS

If you reside in certain U.S. states such as California, Colorado, Connecticut, Delaware, Iowa, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, and Virginia, you may have certain rights afforded to you (as described below) depending on your state of residence. Please see the “Exercising Your Rights under U.S. State Privacy Laws” section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers’ end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data. Please note that your rights may be subject to certain conditions or exceptions in accordance with applicable law.

If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California, Colorado, Connecticut, Delaware, Iowa, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, or Virginia resident, the portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following rights apply to you, please contact us at [info@sxsw.com](mailto:info@sxsw.com).

- **Access:** You have the right to request confirmation of or access to the Personal Data that we process about you.
- **Deletion:** You have the right to request that we delete the Personal Data that we have collected about you.
- **Correction:** You have the right to request that we correct any inaccurate Personal Data we have collected about you.



- **Portability:** You have the right to request a copy of your Personal Data in a machine-readable format, to the extent technically feasible.

**Targeted Advertising, “Selling,” or “Sharing.”** In this section, we use the term “share” to include the sharing of your Personal Data for the purposes of cross-contextual behavioral or targeted advertising purposes, as described in this section. Under some U.S. State Privacy Laws, a “share” may also be considered a “sale.”

As described in the “Tracking Technologies” section above, we have incorporated Tracking Technologies from certain third parties into our Services. These Tracking Technologies may allow those third parties to collect your Personal Data for targeted advertising purposes. Under certain U.S. State Privacy Laws, this may also constitute a “sale” and/or a “share” of your Personal Data. You can opt out of this selling or sharing of your Personal Data by following the instructions in the “Exercising Your Rights under U.S. State Privacy Laws” section below.

We may sell or share your Personal Data to the following categories of third parties for the purposes of targeted or cross-contextual behavioral advertising:

- Affiliates
- Advertising Partners

We share the following categories of your Personal Data with the categories of third parties listed above for the purposes of targeted or cross-contextual behavioral advertising:

- Profile or Contact Data
- Commercial Data
- Device/IP Data
- Web Analytics
- Demographic Data
- Professional or Employment-Related Data

**Other Personal Data Sales.** We may also sell your Personal Data as described in this section, subject to your right to opt-out. In this section, we use the term “sell” as such or similar term is defined under the applicable U.S. State Privacy Law.

We may sell your Personal Data to the following categories of third parties for their own commercial use:

- Affiliates
- Advertising Partners

We may sell the following categories of your Personal Data to the categories of third parties listed above:

- Profile or Contact Data

To our knowledge, we do not sell or share the Personal Data of children under eighteen (18) years of age.

**Processing of Sensitive Personal Data.** Depending on your state of residence, you may have the right to opt-in or opt-out of our use of your Sensitive Personal Data by following the instructions in the “Exercising Your Rights under U.S. State Privacy Laws” section. If you are a California resident, please note that our use and disclosure of Sensitive Personal Data are limited to the purposes set forth in section 7027(m) of the CCPA regulations, including: 1) performing the services or providing the goods reasonably expected, 2) preventing, detecting, and investigating security incidents, 3) resisting malicious, deceptive, fraudulent, or illegal actions, 4) ensuring physical safety of natural persons, 5) for short-term transient use, 6) performing services on behalf of the business, 7) verifying or maintaining quality or safety of a

product or service, and 8) collecting or processing Sensitive Personal Information but not for the purpose of inferring characteristics. Therefore, we do not offer a way for you to submit such a request.

**Anti-Discrimination.** We will not discriminate against you for exercising your rights under applicable privacy laws. We will not deny you our goods or services, charge you different prices or rates, or provide you a lower quality of goods and services if you exercise your rights under applicable privacy laws. However, we may offer different tiers of our Services as allowed by applicable data privacy laws with varying prices, rates or levels of quality of the goods or services you receive related to the value of Personal Data that we receive from you.

**Notice of Financial Incentive.** Subject to additional terms and conditions, we may offer financial incentives, which may change from time to time, including, among other things, tickets or badges for entry to SXSW Events, SXSW branded products and gift cards in return for the collection of your Personal Data through surveys, mailing list sign-ups, or other opportunities we may provide. At the time that any such incentive is offered to you, we may provide you with additional terms and will provide you with an opportunity to opt-in and description of how you can opt-out of such offering. Our good faith estimate of value of your Personal Data in connection with any of our financial incentive programs is reasonably related to the financial incentive provided, taking into consideration our expenses related to the offer, provision, or imposition of any financial incentive or price or service difference, revenue generated by us from the sale, collection, or retention of Personal Data, and the value of any improvements we can make to our products and services based on aggregating information obtained through the financial incentive program. Please see the “Personal Data Overview” section above for more information about the categories of Personal Data we collect in connection with our financial incentives. If you have any questions or issues with your participation in the program or would like to exercise your right to opt-out, you can reach out to us at [stats@sxsw.com](mailto:stats@sxsw.com).

#### **Other State-Specific Privacy Rights.**

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties’ direct marketing purposes; in order to submit such a request, please contact us at [datarequest@sxsw.com](mailto:datarequest@sxsw.com).

If you are a Nevada resident, you have the right to opt-out of the sale of certain Personal Data to third parties. Please note that we do not currently sell your Personal Data as sales are defined in Nevada Revised Statutes Chapter 603A.

## **EXERCISING YOUR RIGHTS UNDER U.S. STATE PRIVACY LAWS**

To exercise the rights described in this Privacy Policy, you or your Authorized Agent (if applicable and as defined below), must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Data (such as your Contact or Profile Data), and (2) describes your request in sufficient detail to allow us to understand, evaluate and respond to it. Each request that meets both of these criteria will be considered a “Valid Request.” We may not respond to requests that do not meet these criteria. We will only use Personal Data provided in a Valid Request to verify your identity and complete your request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within the time period required by applicable privacy laws. We will not charge you a fee for making a Valid Request unless your Valid Request(s) is excessive, repetitive or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing your request.

**Request to Access, Delete, or Correct.** As applicable, you may submit a Valid Request for your right to access, delete, correct, or obtain a copy of your Personal Data described in this Privacy Policy by using the following methods:

- Emailing [datarequest@sxsw.com](mailto:datarequest@sxsw.com)
- Visiting [sxsw.com/datarequestform](https://sxsw.com/datarequestform) and filling out the webform
- Calling +1 (877) 833-1634 and leaving a detailed message
- Mailing your request along with proof of your identity to:  
SXSX, LLC  
Attn: Privacy Officer  
P.O. Box 685289, Austin, TX, 78768

If you are a California, Colorado, Connecticut, Delaware, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, or Texas resident, you may also authorize an agent (an “Authorized Agent”) to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a request on your behalf.

### **Opting-Out from Targeted Advertising or the Sale or Sharing of Your Personal Data.**

You can opt out of the selling or sharing of your personal data done through Tracking Technologies by:

- Accessing your cookie management settings, available here; or
- Implementing the Global Privacy Control or similar control that is legally recognized by a government agency or industry standard.

You can opt out of any other selling of your Personal Data by:

- Emailing [datarequest@sxsw.com](mailto:datarequest@sxsw.com)
- Visiting [sxsw.com/datarequestform](https://sxsw.com/datarequestform) and filling out the webform

**Opting-Out from the Processing of Sensitive Personal Data.** Depending on your state of residence, you may withdraw your consent or opt-out from our processing of your Sensitive Personal Data depending on the applicable U.S. State Privacy Laws. You can do so by emailing us at [datarequest@sxsw.com](mailto:datarequest@sxsw.com).

**Appealing a Denial.** If you are a Colorado, Connecticut, Delaware, Iowa, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, or Virginia resident and we refuse to take action on your Valid Request within a reasonable period of time after receipt in accordance with this section, you may appeal our decision. In such appeal, you must (1) provide sufficient information to allow us to verify that you are the person about whom the original Valid Request pertains and to identify the original Valid Request, and (2) provide a description of the basis of your appeal. Please note that your appeal will be subject to your rights and obligations afforded to you under the U.S. State Privacy Laws (as applicable). We will respond to your appeal within the time period required under the applicable law. You can submit a Valid Request to appeal by the following methods:

- Email us at: [datarequest@sxsw.com](mailto:datarequest@sxsw.com) (title must include “[STATE OF RESIDENCE] Appeal”)
- Calling +1 (877) 833-1634 and leaving a detailed message

If we deny your appeal, you have the right to contact the Attorney General of your State, including by the following links: [Colorado](#), [Connecticut](#), [Delaware](#), [Iowa](#), [Maryland](#), [Minnesota](#), [Montana](#), [Nebraska](#), [New Hampshire](#), [New Jersey](#), [Oregon](#), [Tennessee](#), [Texas](#), and [Virginia](#).

## **EUROPEAN UNION, UNITED KINGDOM, AND SWISS DATA SUBJECT RIGHTS**

If you are a resident of the European Union (“EU”), United Kingdom (“UK”), Lichtenstein, Norway or Iceland, you may have additional rights under the EU or UK General Data Protection Regulation (the “GDPR”) with respect to your Personal Data, as outlined below.

For this section, we use the terms “Personal Data” and “processing” as they are defined in the GDPR, but “Personal Data” generally means information that can be used to individually identify a person, and “processing” generally covers actions that can be performed in connection with data such as collection, use, storage and disclosure. SXSU will be the controller (as defined in the GDPR) of your Personal Data processed in connection with the Services.

If there are any conflicts between this section and any other provision of this Privacy Policy, the policy or portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following applies to you, please contact us at [info@sxsu.com](mailto:info@sxsu.com). Note that we may also process Personal Data of our customers’ end users or employees in connection with our provision of certain services to customers, in which case we are the processor of Personal Data. If we are the processor of your Personal Data (i.e., not the controller), please contact the controller party in the first instance to address your rights with respect to such data.

**Personal Data We Collect.** The “Personal Data Overview” section above details the Personal Data that we collect from you.

**Personal Data Use and Processing Grounds.** The “Our Commercial or Business Purposes for Collecting or Disclosing Personal Data” section above explains how we use your Personal Data.

We will only process your Personal Data if we have a lawful basis for doing so. Lawful bases for processing include consent, contractual necessity and our “legitimate interests” or the legitimate interest of others, as further described below.

● **Contractual Necessity.** We process the following categories of Personal Data as a matter of “contractual necessity”, meaning that we need to process the data to perform under our Terms of Use with you, which enables us to provide you with the Services. When we process data due to contractual necessity, failure to provide such Personal Data will result in your inability to use some or all portions of the Services that require such data.

- Profile or Contact Data
- Identifiers
- Payment Data
- Commercial Data
- Device/IP Data
- Demographic Data
- Professional or Employment-Related Data
- Categories of Data Considered “Sensitive” Under the U.S. State Privacy Laws
- Other Identifying Information that You Voluntarily Choose to Provide.

● **Legitimate Interest.** We process the following categories of Personal Data when we believe it furthers the legitimate interest of us or third parties:

- Profile or Contact Data
- Identifiers
- Payment Data
- Commercial Data
- Device/IP Data
- Web Analytics
- Demographic Data
- Professional or Employment-Related Data
- Sensory Data
- Categories of Data Considered “Sensitive” Under the U.S. State Privacy Laws
- Other Identifying Information that You Voluntarily Choose to Provide
- We may also de-identify or anonymize Personal Data to further our legitimate interests

Examples of these legitimate interests include (as described in more detail above):

- Providing, customizing and improving the Services
  - Marketing the Services
  - Corresponding with you
  - Meeting legal requirements and enforcing legal terms
  - Completing corporate transactions
  - Other legitimate interests as permitted pursuant to applicable laws
- **Consent.** In some cases, we process Personal Data based on the consent you expressly grant to us at the time we collect such data. When we process Personal Data based on your consent, it will be expressly indicated to you at the point and time of collection.
  - **Other Processing Grounds.** From time to time, we may also need to process Personal Data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.

**Disclosing Personal Data.** The “How We Disclose Your Personal Data” section above details how we disclose your Personal Data with third parties.

**EU, UK and Swiss Data Subject Rights.** You have certain rights with respect to your Personal Data, including those set forth below. For more information about these rights, or to submit a request, please email us at [info@xsxsw.com](mailto:info@xsxsw.com). Please note that in some circumstances, we may not be able to fully comply with your request, such as if it is frivolous or extremely impractical, if it jeopardizes the rights of others, or if it is not required by law, but in those circumstances, we will still respond to notify you of such a decision. In some cases, we may also need you to provide us with additional information, which may include Personal Data, if necessary to verify your identity and the nature of your request.

- **Access:** You can request more information about the Personal Data we hold about you and request a copy of such Personal Data. You can also access certain of your Personal Data by logging on to your account.
- **Rectification:** If you believe that any Personal Data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data. You can also correct some of this information directly by logging on to your account.
- **Erasure:** You can request that we erase some or all of your Personal Data from our systems.
- **Withdrawal of Consent:** If we are processing your Personal Data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.
- **Portability:** You can ask for a copy of your Personal Data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.
- **Objection:** You can contact us to let us know that you object to the further use or disclosure of your Personal Data for certain purposes, such as for direct marketing purposes.
- **Restriction of Processing:** You can ask us to restrict further processing of your Personal Data.
- **Right to File Complaint:** You have the right to lodge a complaint about SXSW’s practices with respect to your Personal Data with the supervisory authority of your country or EU Member State. A list of Supervisory Authorities is available here: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en).

**Transfers of Personal Data.** The Services are hosted and operated in the United States (“U.S.”) through SXSXW and its service providers, and if you do not reside in the U.S., laws in the U.S. may differ from the laws where you reside. By using the Services, you acknowledge that any Personal Data about you, regardless of whether provided by you or obtained from a third party, is being provided to SXSXW in the U.S. and will be hosted on U.S. servers, and you authorize SXSXW to transfer, store and process your information to and in the U.S., and possibly other countries. In some circumstances, your Personal Data may be transferred to the U.S. pursuant to a data processing agreement incorporating standard data protection clauses and/or the DPF, as discussed below.

**Data Privacy Framework(s).** SXSXW complies with the EU-U.S. Data Privacy Framework (“EU-U.S. DPF”), the UK Extension to the EU-U.S. DPF (“UK-U.S. DPF”), and the Swiss-U.S. Data Privacy Framework (“Swiss-U.S. DPF”) as set forth by the U.S. Department of Commerce. SXSXW has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (“EU-U.S. DPF Principles”) with regard to the processing of all personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF (the “EU-UK DPF Principles”). SXSXW has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (“Swiss-U.S. DPF Principles”) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this Privacy Policy and the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles, the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles shall govern. To learn more about the EU-U.S. DPF, the UK-U.S. DPF, and the Swiss-US DPF, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

The Federal Trade Commission has jurisdiction over SXSXW’s compliance with the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF. This Privacy Policy describes the types of Personal Data we collect, the purposes for which we collect and use your Personal Data, and the purposes for which we disclose your Personal Data to certain types of third parties in the sections above. Pursuant to the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF, EU, UK, and Swiss individuals have the right to obtain our confirmation of whether we maintain Personal Data relating to them in the U.S. Upon request, we will provide EU, UK, and Swiss individuals with access to the Personal Data that we hold about them. EU, UK, and Swiss individuals may also correct, amend, or delete the Personal Data we hold about them where it is inaccurate, or has been processed in violation of the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles, except where the burden or expense of providing access would be disproportionate to the risks to the individual’s privacy in the case in question, or where the rights of persons other than the individual would be violated. An EU, UK, and Swiss individual who seeks access, or who seeks to correct, amend, or delete inaccurate data transferred to the U.S. under the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF, should direct their query to [info@sxsw.com](mailto:info@sxsw.com). If requested to remove data, we will respond within a reasonable timeframe. For more information about rights afforded to EU, UK, and Swiss individuals, please see the “European Union, United Kingdom, and Swiss Data Subject Rights” section of this Privacy Policy.

In addition, under the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF, we will provide EU, UK, and Swiss individuals with the choice to opt-out from the sharing of their Personal Data with any third parties (other than our agents or those that act on our behalf or under our instruction), or before we use it for a purpose that is materially different from the purpose for which it was originally collected or subsequently authorized.

We will provide EU, UK, and Swiss individuals with the choice to opt-in to sharing their sensitive Personal Data with any third parties or if we plan to process their Personal Data for a purpose other than those for which it was originally collected or subsequently authorized. EU, UK, and Swiss individuals may request to limit the use and disclosure of your Personal Data by submitting a written request to [info@sxsw.com](mailto:info@sxsw.com).

In addition to any other disclosures described in our Privacy Policy, in certain situations, we may be required to disclose Personal Data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

SXSW's accountability for Personal Data that it receives in the U.S. under the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF and subsequently transfers to a third party acting as an agent on our behalf is described in the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles. In particular, SXSW remains liable under the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles if our agents process Personal Data in a manner inconsistent with the EU-U.S. DPF Principles, the EU-UK DPF Principles, and the Swiss-U.S. DPF Principles, unless SXSW proves that we are not responsible for the event giving rise to the damage.

In compliance with the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF, SXSW commits to resolve EU-U.S. DPF Principles, EU-UK DPF Principles, and Swiss-U.S. DPF Principles-related complaints about our collection and use of your Personal Data. EU, UK, and Swiss individuals with inquiries or complaints regarding our handling of personal data received in reliance on the DPF should first contact SXSW at [info@sxsw.com](mailto:info@sxsw.com).

SXSW has further committed to refer unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF, the EU-UK DPF, and the Swiss-U.S. DPF program to JAMS, an alternative dispute resolution provider based in the U.S. If you are an EU, UK, or Swiss individual and you do not receive timely acknowledgment of your EU-U.S. DPF Principles, EU-UK DPF Principles, or Swiss-U.S. DPF Principles-related complaint, or if your complaint is not satisfactorily addressed, please visit <https://www.jamsadr.com/dpf-dispute-resolution> for more information and to file a complaint. The services of JAMS are provided at no cost to you.

If your EU-U.S. DPF, the EU-UK DPF, or Swiss-U.S. DPF complaint cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. See Annex 1 of the Data Privacy Framework Principles, located at <https://www.dataprivacyframework.gov/s/article/ANNEX-I-introduction-dpf?tabset=35584=2>.

## OTHER PRIVACY-RELATED PREFERENCES

Depending on where you live and applicable privacy law, you may manage your preferences and exercise certain rights with respect to your Personal Data as described in the applicable section(s) above. We also provide the options to manage certain preferences described below:

### Marketing Communications and Push Notifications.

- **Opting-In.** You may opt-in or sign up to receive email subscriptions that contain content about the Event based on your preferences and other recurring informational and/or promotional emails from SXSW at [www.sxsw.com/newsletters](http://www.sxsw.com/newsletters). Additionally, SXSW may suggest certain newsletter subscriptions to you based on your activity on our Sites. You may also opt in to sharing your Personal Data with other registrants in SXSW Social.

- **Opting-Out.** You may opt-out of receiving emails, newsletters or other communications from SXSW at any time by following these steps:

- (1) When you have received a newsletter you wish to stop, navigate to the bottom of the email, and select the link "unsubscribe or update your email preferences here." In the alternative, please email SXSW for assistance.

- (2) You may opt-out of geolocation notifications by visiting your profile in the SXSW GO mobile app, clicking on the setting cog in the right-hand corner of the website, and under "Notifications and Alerts" set to "Opt Out."

- (3) You may opt-out of push notifications by disabling notifications in your cell phone settings, or by visiting the SXSW GO mobile app Settings page and disabling the notifications you no longer want to receive.

(4) To opt-out of other forms of marketing (such as postal marketing or telemarketing), please contact us using the contact details provided under the “How to Contact SXSXW” section.

## DATA SECURITY

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure.

## DATA RETENTION

SXSXW retains Personal Data for as long as necessary to provide the Sites, the Services, and to fulfill the transactions you have requested, or to perform our business or commercial purposes for collecting your Personal Data. When establishing a retention period for specific categories of data, we consider who we collected the data from, our need for the Personal Data, why we collected the Personal Data, and the sensitivity of the Personal Data. In some cases, we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

For example:

- We retain your profile information and credentials for as long as you have an account with us.
- We retain your payment data for as long as we need to process your purchase or subscription.
- We retain your device/IP data for as long as we need it to ensure that our systems are working appropriately, effectively and efficiently.

## PERSONAL DATA OF CHILDREN

The Sites and Services are not intended for use by persons under eighteen (18) years of age. As noted in the Terms of Use, SXSXW does not knowingly collect or solicit Personal Data from children under the age of eighteen (18) without the documented consent of the child’s parent or legal guardian; if you are a child under the age of eighteen (18), please do not attempt to register for or otherwise use the Sites or Services or send us any Personal Data. If we learn we have collected Personal Data from a child under eighteen (18) years of age without the documented consent of the child’s parent or legal guardian, we will delete that information as quickly as possible. If you believe that a child under eighteen (18) years of age may have provided Personal Data to SXSXW, please contact us at [info@sxsw.com](mailto:info@sxsw.com).

## HOW TO CONTACT SXSXW

If you have a complaint or problem, you may email us at [info@sxsw.com](mailto:info@sxsw.com) and the customer service department will forward your complaint to the appropriate internal SXSXW department for a response or resolution. We try to answer every email in a timely manner but are not always able to do so.

You may also contact us by U.S. mail with any questions about this Privacy Policy at: SXSXW, LLC, ATTN: Privacy Officer, P.O. Box 685289, Austin, TX, 78768, USA, or email [info@sxsw.com](mailto:info@sxsw.com) for general inquiries and [datarequest@sxsw.com](mailto:datarequest@sxsw.com) for Personal Data inquiries.

If you are located in the EU or UK, you may use the following information to contact our EU or UK-Based Member Representative:



**EU Representative**

Osano International Compliance Services Limited  
ATTN: TKXM  
3 Dublin Landings  
North Wall Quay  
Dublin 1  
D01C4E0

**UK Representative**

Osano UK Compliance LTD  
ATTN: TKXM  
42-46 Fountain Street  
Belfast  
Antrim  
BT1 - 5EF