

## Arrowhead Events Privacy Notice

**Effective Date: July 10, 2025**

**Updated: July 10, 2025**

Arrowhead Events LLC ("Arrowhead Events") respects your privacy and values your trust and confidence. This privacy notice (the "Privacy Notice") applies to the websites, mobile applications, and other offline or online and mobile services that link to or post this Privacy Notice (collectively, the "Services"), and explains how we collect, use, and disclose personal information through the Services. For example, this Privacy Notice applies when you purchase tickets for or sign up for information about concerts and other events.

This Privacy Notice does not apply to personal information collected when you interact with the Kansas City Chiefs football team (the "Chiefs"). You can find out more about the Chiefs' privacy practices and your choices when you interact with the Chiefs or the National Football League [here](#).

Please note that this Privacy Notice does not apply to personal information collected in employment or job applicant contexts. For information about data handling practices in these contexts, please refer to the applicable privacy notices. This Privacy Notice does not apply to products services where we have posted a separate privacy notice instead of a link to this Privacy Notice.

Please also note that in some instances, we may direct you to a site that is operated by one of our partners. Even though the page where you provide personal information may have the look and feel of the Services, a different privacy notice may govern that personal information collection by such partners.

This Privacy Notice is available to consumers with disabilities. To access this Privacy Notice in an alternative downloadable format, please click [here](#).

## 1. Information Collection

We may collect a range of personal information. "Personal information" means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

### Personal Information Provided by You

We may collect some or all of the following types of personal information, some of which may be considered sensitive personal information, including when you register with us, use our Services, sign up for contests or sweepstakes, participate in surveys, create a profile, access various content or features, submit comments or content, attend events, or directly contact us with questions or feedback:

- **Identifiers**, such as contact information, such as name, e-mail address, postal address, telephone number, and date of birth;

- **Other unique identifiers**, such as a username or password, and, where appropriate, other identifiers such as Social Security Numbers and government-issued identifiers. For example, we may need to collect these identifiers to award you certain types of prizes under relevant laws;
- **Demographic information**, which may include gender, race, ethnicity, and sexual orientation, and other protected classifications under relevant state or federal law;
- **Financial and commercial information**, such as credit card or other payment information and records of products or services purchased;
- **Real-time geolocation information**, which may include precise geolocation information;
- **Communication Information**, which may include the contents of your communications with us, whether via e-mail, chat functionality, social media, telephone or otherwise, and inferences we may make from other personal information we collect. Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality;
- **Inferences** drawn from any of the personal information we collect to create a profile about you reflecting your preferences and characteristics
- **Audio, electronic, or visual information**, such as photographs that you provide to us; and
- **Sensitive information**, such as biometric information.

If you decide not to provide personal information, it may limit our ability to provide the Services or some of our content.

### Information We Collect Automatically

We also may collect internet and electronic network activity information, device identifiers, and information about your use of the Services automatically when you visit or use the Services, including your Internet Protocol ("IP") address, your device type or mobile carrier; browser type, referring URLs (e.g., the site you visited before coming to our website), domain names associated with your internet service provider, information on your interaction with our Services, and other related information. We also use cookies and similar technologies to collect personal information automatically as you navigate our website. For additional information regarding our use of these technologies, see the *Cookies and Similar Technologies* section below.

In addition, a few of our select sponsors and business partners may be connected to our wireless internet service we provide at GEHA Field at Arrowhead Stadium, as described in our WIFI Policy (<https://www.gehafielfieldatarrowhead.com/wifi-policy>). When you connect to our wireless internet service, depending on your mobile device, mobile network operator, and preferences, our sponsors and business partners may automatically collect your personal information to provide you their services. We do not control the services our sponsors and business partners provide you. You may choose not to accept services from our sponsors and business partners by adjusting the settings on your mobile device.

### Information We Collect from Other Sources

In addition to personal information, we receive from you and collect automatically, we may receive personal information about you from other sources, such as your friends, social networks, publicly available sources, data brokers, advertising partners, and our business partners and sponsors, including to facilitate co-branded programs. We may combine this data

with personal information we already have about you, including to create inferences about you and your personal preferences.

## 2. Use of Information

We may use personal information that we collect about you for a variety of purposes, including to:

- Provide you with products, promotions, services, newsletters, and information you request and respond to correspondence that we receive from you, including, where relevant, to facilitate your purchases (e.g., to process returns or streamline the checkout process);
- Contact you about your account or relationship with us;
- Conduct analysis on your behavior in order to customize and personalize your use of the Services and to better serve you with offers and content that we think may be of interest to you, such as by providing you with tailored advertising both on and off the Services. For more information on how we use cookies and similar technologies for advertising, please see *Cookies and Similar Technologies*;
- Communicate with you about products, services, contests, and events that we think might be of interest to you, and otherwise send you promotional material or special offers on our behalf or on behalf of our marketing partners, their respective affiliates or subsidiaries, and other third parties. We will obtain your consent to send such communications to the extent required by law;
- Maintain or administer the Services (e.g., to maintain the security and integrity of the Services), perform business analyses, create aggregated or anonymized information that no longer identifies you and therefore is no longer subject to this Privacy Notice, or for other internal purposes to improve the quality of our business, the Services, and other products and services we offer, such as internal administrative purposes or to manage our relationships;
- Publish stories, comments, photos, and other information posted in our interactive online features;
- In the case of biometric information, for purposes related to ticketing and entry into Arrowhead Events facilities;
- In the case of location information, for example, to determine your market location for purposes of administering broadcast restrictions for events, to validate your location to geo-gate certain features or information, to locate a place that you may be searching for in your area, for determining teams and offers in which you may have an interest and providing you with information or relevant advertising based on where you are located;
- As part of a corporate transaction, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business' assets, or another corporate transaction, including bankruptcy;
- Protect the health and safety of our guests, personnel, and the public;
- Protect or enforce our legal and contractual rights, enforce applicable agreements with you or others, and prevent fraud; and
- As otherwise described to you in this Privacy Notice, at the point of collection, or pursuant to your consent.

We may use de-identified, anonymized, or aggregated versions of your personal information for any purpose.

### 3. Disclosure of Information

We may disclose each of the categories of personal information described above with others for the purposes described above, including as follows:

- Affiliates and subsidiaries: We may disclose your personal information to our family of companies (including the Chiefs) for their and our business purposes and for marketing purposes, including to provide you information about products and services we think may interest you.
- Authorized Third Parties and Service Providers: We may disclose your personal information to third-party vendors and service providers that perform certain functions or services on our behalf (such as to host the Services, fulfill orders, provide products and services, manage databases, perform analyses, process credit card payments, provide customer service, or send communications for us). Third-party vendors and service providers may also collect certain personal information, including biometric information, on our behalf.
- Select Business Partners: We may disclose your personal information to select business partners so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. For example, we may disclose your personal information to our co-brand partners when you choose to be involved in those programs, such as when you enter contests or sweepstakes that are conducted with those business partners. We are not responsible for the privacy practices of our business partners, and we urge you to review their privacy notices for more detail on how they might process your personal information and for information about how to exercise your marketing and other choices with such partners.
- Third-Party Advertising and Audience and Traffic Measurement Services: We use third party advertising, analytics, and measurement partners to serve you advertisements on the Services as well as across other sites and services. These third parties may set their own cookies or similar web technologies on the Services and elsewhere online to collect personal information about users' online activities over time and across different websites. In some cases, the use of these third-party solutions involves the sharing of your personal information for purposes of serving you targeted advertising. We may also disclose non cookie-based information for advertising purposes, including for targeted advertising. For example, we may disclose personal information to social networking platforms, so that they may send tailored communications on our behalf via their platforms. For more information about cookies and similar technologies on our Services, please see *Cookies and Similar Technologies*. For information about the opt out methods and choices available to you related to targeted advertising, please see *Your Choices and Controls*.
- Business Transfer: If we sell all or part of our business, or make a sale or transfer of assets, or are otherwise involved in a merger or business transfer, or in the unlikely event of bankruptcy, a business reorganization, or similar event, we may transfer your personal information as part of such transaction.
- Administrative or Legal Process: We may disclose your personal information to third parties in order to protect the legal rights, safety, and security of Arrowhead Events, our corporate affiliates, subsidiaries, business partners, and the users of our Services; enforce our terms of use and other agreements; respond to and resolve claims or complaints; prevent fraud or for risk management purposes; and comply with or respond to law enforcement or legal process or a request for cooperation by a government or other entity, whether or not legally required.

- Other Parties With Your Consent: We may disclose personal information to third parties or the public when you consent to such sharing. For example, if you win a contest or sweepstakes, we may ask your permission to publicly post certain information on the Services identifying you as the winner.
- Deidentified and Aggregate Information: We may disclose deidentified, anonymized, or aggregated information, such as demographics and usage statistics, to advertisers, sponsors, or other organizations.

Please also note that if you choose to engage in public activities on the Services, such as through interactive features like a chat room, forum, blog, or other community tool, you should be aware that the personal information you share there will be publicly available and can be read, collected, or used by other users of these features. You may receive unsolicited messages from other parties. We cannot ensure that parties who have access to such personal information will respect your privacy. Please exercise caution when using these features.

## 4. Cookies and Similar Technologies

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our website. We process the information collected through such technologies, which may include or be combined with personal information, to help operate certain features of our website, to enhance your experience through personalization, and to help us better understand the features of our website that you and other users are most interested in. We allow or enable third parties to collect personal information in order to provide their interest-based advertising services, and we use third parties, such as Ticketmaster to serve ads for our Services across various websites.

In order to manage your preferences with respect to these technologies, please visit our Cookie Management Platform. In addition, most browsers provide you with the ability to block, delete, or disable cookies, and your mobile device may allow you to disable transmission of unique identifiers and location data. If you choose to reject cookies or block device identifiers, some features of our Services may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings. We do not respond to Do Not Track (“**DNT**”) signals sent to us by your browser at this time.

We use a live chat feature powered by a third-party to enable live customer service and technical support via our website. When you engage in the live chat enabled by this service provider, we will automatically collect and share certain information (such as personal identifiers, usage information, and message content) with the service provider to provide the customer service and technical support enabled by the live chat tool.

## 5. Social Networking

We work with certain third-party social media providers to offer you their social networking services through our Services. These social networking services may be able to collect personal information about you, including your activity on our Services. These third-party social networking services also may notify your friends, both on our Services and on the social networking services themselves, that you are a user of our Services or about your use of our Services, in accordance with applicable law and their own privacy notices. If you choose to access or make use of third-party social networking services, we may receive personal

information about you that you have made available to those social networking services, including personal information about your contacts on those social networking services. Your interactions with those social networking services are governed by the privacy notice of the company providing the relevant service.

You also may be able to link an account from a social networking service (e.g., Facebook, Twitter, or Snapchat) to an account through our Services. This may allow you to use your credentials from the other site or service to sign into certain features on our Services. If you link your account from a third-party site or service, we may collect personal information from those third-party accounts, and any personal information that we collect will be governed by this Privacy Notice.

## **6. Links to Other Websites**

The Services may contain links to other websites or online services that are operated and maintained by third parties and that are not under our control or maintained by us. Such links do not constitute an endorsement by us of those other websites, the content displayed therein, or the persons or entities associated therewith. This Privacy Notice does not apply to this third-party content. We encourage you to review the privacy notices of these third-party websites or services.

## **7. Data Security and Data Integrity**

The security and confidentiality of your personal information is very important to Arrowhead Events. We have implemented technical and organizational safeguards designed to appropriately protect your personal information against accidental, unauthorized, or unlawful access, use, loss, destruction, or damage. Still, no system can be guaranteed to be 100% secure.

As a result, while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any personal information you disclose or transmit to the Services and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personal information.

## **8. International Users**

When we transfer your personal information to third parties as described in this Privacy Notice, some of these parties may be located in countries other than your own, such as the United States, whose privacy and data protection laws may not be equivalent to those in your country of residence. When we transfer your personal information to other countries, we apply appropriate safeguards, to protect your personal information in accordance with applicable laws.

## **9. Data Retention**

We will retain your personal information for as long as reasonably necessary for the purposes set out above, considering criteria such as applicable rules on statute of limitations, any legal requirements to retain your personal information in light of compliance obligations, any relevant

litigation or regulatory investigations and to enable us to defend or bring potential legal claims, the sensitivity of the relevant information, and the duration of your use of the Services.

## 10. Children's Privacy

We do not knowingly collect personal information from children as defined by local law. For children located in jurisdictions within the European Economic Area, we comply with the age limits applicable in each Member State. If we learn that a child has provided us with personal information, we will delete it or otherwise comply with applicable law.

## 11. Your Choices and Controls

Privacy Rights: Depending on where you live, you may have the following rights with respect to your personal information under applicable data protection laws:

- *Access* – You may have the right to know what personal information we have collected about you and to access such data.
- *Data portability* – You may have the right to receive a copy of your personal information in a portable and readily usable format.
- *Deletion* – You may have the right to delete your personal information that we have obtained, subject to certain exceptions.
- *Correction* – You may have the right to correct inaccuracies in your personal information.
- *Opt out of certain processing* – You may have the right to: (a) opt out of the processing of your personal information for purposes of targeted advertising, (b) opt out of the sale or sharing of your personal information; (c) limit the use of your sensitive personal information (if applicable), and (d) opt out of the processing of your personal information for profiling in furtherance of decisions that produce legal or similarly significant effect concerning you.

To exercise any of these rights available to you, see the *Exercising Your Privacy Rights* section below.

Marketing Communications: You may choose to receive promotional emails, text messages, newsletters, push notifications, and similar communications from us. You may opt out of receiving commercial emails by clicking on the opt-out or "unsubscribe" link included in the commercial emails you receive. You may opt out of receiving marketing text messages by replying "STOP." You may also opt out of receiving push notifications by turning off push notifications through your device settings. If you have multiple accounts or relationships with us, you may need to opt out separately for each account and relationship in relation to these choices. In addition, if you would like to opt out of receiving push notifications on all of your devices, you must turn off the feature on each device. Please note that opt-out requests may take some time to be effective where permitted by applicable law. Your opt-out requests will not apply to messages that you request or that are not commercial in nature.

Geolocation Services: You may also have choices available to you to opt out of the collection of your geolocation information, whether collected through location services, Bluetooth, or microphone access technology. Where collected, this personal information may be used in accordance with local laws to serve and display advertising relevant to your location. To understand your choices and opt out if desired, please visit your device settings.

Do Not Track Signals: Some web browsers may transmit "do-not-track" signals to the websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. Because there currently is no industry standard concerning what, if anything, websites should do when they receive such signals, we currently do not take action in response to these signals.

## 12. California Users

This section provides additional information with respect to personal information that is subject to the California Consumer Privacy Act ("CCPA"). This section should be read together with the rest of our Privacy Notice, which includes other important information about our handling of your personal information.

Arrowhead Events makes the following disclosures regarding the personal information Arrowhead Events has collected within the preceding 12-month period:

### Sources of Personal Information

We collect personal information from the categories of sources detailed in Section 1 above: (i) directly from you; (ii) data collected automatically through tracking technologies; and (iii) third parties.

### Use of Personal Information

We collect personal information for the business and commercial purposes detailed in Section 2 above.

### Disclosure of Personal Information

The categories of third parties to which we disclose personal information for a business or commercial purpose or to whom we sell or share personal information are summarized in the chart below. We do not knowingly sell or share the personal information of minors under the age of 16.

Categories of CA Personal Information We Collect	Categories of Third Parties to Which We Disclose Personal Information for a Business or Commercial Purpose	Categories of Third Parties to Which We May Sell or Share Personal Information
--	--	--



Identifiers	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party marketers</li> <li>• Analytics providers</li> <li>• Companies that operate cookies and other online tracking technologies</li> </ul>
Personal information, as defined in the California customer records law	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party marketers</li> <li>• Analytics providers</li> <li>• Companies that operate cookies and other online tracking technologies</li> </ul>
Commercial Information	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	Not sold or shared.
Biometric Information	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	Not sold or shared.
Characteristics of protected classifications under California or Federal Law	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	Not sold or shared.

Internet or other similar network activity	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party marketers</li> <li>• Analytics providers</li> <li>• Companies that operate cookies and other online tracking technologies</li> </ul>
Geolocation data	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party marketers</li> <li>• Analytics providers</li> <li>• Companies that operate cookies and other online tracking technologies</li> </ul>
Audio, electronic, visual, thermal, olfactory, or similar information	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	Not sold or shared.
Inferences drawn from other personal information	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	<ul style="list-style-type: none"> <li>• Third-party marketers</li> <li>• Analytics providers</li> <li>• Companies that operate cookies and other online tracking technologies</li> </ul>
Sensitive personal information	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Business partners</li> <li>• Third parties for legal, security, and safety purposes</li> <li>• Third parties in connection with a corporate transaction</li> <li>• Other entities to which you have consented to the disclosure</li> </ul>	Not sold or shared.

### Other California Privacy Rights

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of personal information to third parties for the third parties' direct marketing purposes, if any. To make such a request, please contact us using the information in the *Contact Us* section below. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

## 13. Exercising Your Privacy Rights

You will not be discriminated against in any way by virtue of your exercise of the rights listed in this Privacy Notice which means we will not deny goods or services to you, provide different prices or rates for goods or services to you, or provide a different level or quality of goods or services to you.

To exercise any of the privacy rights afforded to you under applicable data protection law, please submit a request to us by one of the following methods:

- E-mailing us at [ConsumerPrivacy@GEHAFIELDAtArrowhead.com](mailto:ConsumerPrivacy@GEHAFIELDAtArrowhead.com).
- Submitting a request through our [Arrowhead Events Data Subject Request Portal - Formstack](#).
- Clicking on the opt-out links at the bottom of our website.

You may also initiate any opt outs by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC). We honor Opt-Out Preference Signals, including GPC. If you choose to use an Opt-Out Preference Signal, you will need to turn it on for each supported browser or browser extension you use.

You will not be discriminated against in any way by virtue of your exercise of the rights listed in this Privacy Notice which means we will not deny goods or Services to you, provide different prices or rates for goods or Services to you, or provide a different level or quality of goods or Services to you. Only you, or an authorized agent that you authorize to act on your behalf, may make a request related to your personal information. You may also make a request on behalf of your minor child.

We must verify your identity before fulfilling your requests, and if we cannot verify your identity, we may request additional information from you. If you are an authorized agent making a request on behalf of another person, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney. We endeavor to respond to requests within the time period required by applicable law. If we require more time, we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your requests unless they are excessive or repetitive. If we determine that a request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. We may deny certain requests, or only fulfill some in part, as permitted or required by law. If you are not satisfied with the resolution of your request, and you are afforded a right to appeal such decision, please submit an appeal through our Data Subject Request Portal.

## 14. Changes to This Privacy Notice

We may update this Privacy Notice, including any supplemental privacy disclosures, to reflect changes to our information practices. If we make any material changes, we will notify you by email or by means of a notice on the Services prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## 15. Contact Us

If you have any questions about your personal information, this Privacy Notice, or our privacy practices, or if you would like to exercise certain choices and rights described in this Privacy Notice, please contact us at

[ConsumerPrivacy@GEHAFieldAtArrowhead.com](mailto:ConsumerPrivacy@GEHAFieldAtArrowhead.com)

or

Kansas City Chiefs Football Club  
Attn: Arrowhead Events  
1 Arrowhead Dr.  
Kansas City, MO 64129