

PRIVACY POLICY

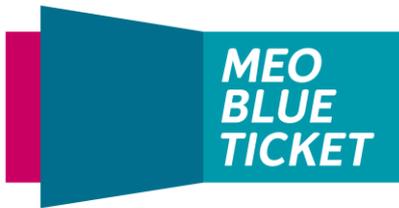
MEOBLUETICKET.PT

1. Object

Blueticket - Serviços de Bilhética S.A., a corporate entity that is registered under the number 508668050, and headquartered at Rossio dos Olivais, Lote 2.13.01 A, 1990-231, in Lisbon, is the entity that is responsible for the website meoblueticket.pt (hereinafter referred to as, the “ website ”), and also for the personal data protection under the terms of General Data Protection Regulation; *i.e.* It is the entity that *determines the purposes and methods of the personal data treatment*.

This document (hereinafter referred to as, “ the Privacy Policy ”) contains information about the way in which your personal data are being collected and processed by the website. The user should also consult the Cookie Policy that is available [HERE](#) , as well as the General Conditions for Ticket Sales that can be accessed [HERE](#).

If you have any additional questions, please feel free to contact us by the following e-mail address: dados@blueticket.pt .



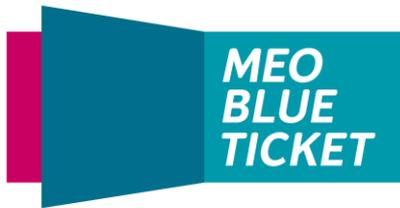
1. Treatment of Personal Data

1.1. What are they?

According to the General Data Protection Regulation, the personal data refers to all the *information relating to an identified or identifiable individual (« data owner »); an identifiable individual is a person who can be identified, directly or indirectly, in particular by reference to an identifier, such as, for example, a name, an identification number, a location data, electronic identifiers, or by reference to one or more specific elements of that individual's physical, physiological, genetic, mental, economic, cultural or social identity.* The processing of personal data must be preceded by a condition that legitimizes it (as required by the Articles No. 6, 9 and 10 of the Regulation). As for the indicated storage periods, the data will be deleted at the end of these periods, unless there is a pending dispute, in the latter case, the data will be preserved until the decision is final.

1.2. What are the fundamentals for their treatment?

In accordance with the General Data Protection Regulation, *the personal data treatment is an operation or a set of operations that are carried out on personal data or on personal data sets, by automated or non-automated means, such as, for example, the collection, registration, organization, structuring, conservation, adaptation or alteration, recovery, consultation, usage, disclosure, transmission, diffusion or any other form of availability, comparison or interconnection, limitation, deletion or destruction.*

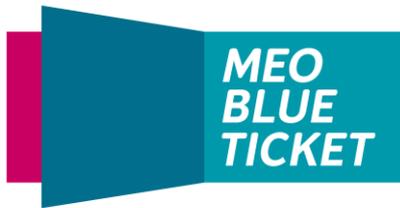


The processing of personal data for a given purpose, must have one of the legal grounds specifically provided in the General Data Protection Regulation. Blueticket - Serviços de Bilhética S.A. may process your personal data on one of the following grounds:

- a) There is a consent to the processing of your personal data for one or more specific purposes (Article 6 (1), point a));
- b) If processing is necessary for the performance of a contract in which the data owner is one of the parties, or for pre-contractual proceedings at the request of the data owner (Article 6 (1), point b));
- c) If processing is necessary to fulfill a legal obligation to which Blueticket is subject (Article 6 (1), point c));
- d) If processing is necessary for the purpose of the legitimate interests pursued by Blueticket or by third parties, unless the data owner's fundamental interests or rights and freedoms that require the protection of personal data prevail, especially in cases when the data owner is a child (Article 6 (1), point f)).

1.3. What is the purpose of their treatment?

Blueticket - Serviços de Bilhética S.A. processes your personal data under the terms of the General Data Protection Regulation, and all the other related legislation, for the purposes described below. The fundamentals that legitimize the treatment of your personal data by Blueticket are also identified below, together with the storage period of your personal data for each one of the indicated purposes.



1.3.1. User Registration

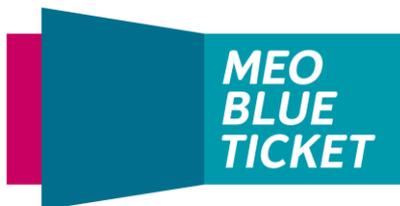
The website gives an option to create an account that has the following functions:

- It facilitates the process of purchase or reservation of the tickets;
- It sends information about the events of Blueticket to the data owner (in case he / she has given his / her consent in accordance with the point 2.1.3. of this Privacy Policy);
- It gives the user a possibility to consult his / her purchases and reservations when his / her account is active.

In order to be able to create an account on the website, the user must provide the following data at the moment of his / her registration:

- First and last name;
- Country;
- District;
- Telephone number;
- E-mail address;
- Password (which is created at the moment of registration, and gives access to the reserved area).

The data identified in the form as obligatory should be provided to Blueticket for completion of registration and transaction.



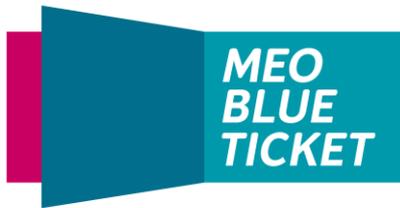
Within the ambit of the registration on the website, Blueticket - Serviços de Bilhética S.A. processes your personal data in the following way:

Purpose	Fundamentals	Storage Period
User registration	Contract performance Compliance with a legal obligation Legitimate interest	1 year after the cancellation of the account

1.3.2. Purchase of tickets via the website

Within the ambit of the purchase and reservation of tickets via the website, Blueticket - Serviços de Bilhética S.A. processes your personal data in the following way:

Purpose	Fundamentals	Storage Period
Billing and compliance with the tax and accounting obligations	Contract performance Compliance with a legal obligation	10 years
Management of reservations	Contract performance	1 year after the event
Ticket issuance, ticket personalization and delivery management	Contract performance	1 year after the event
Delivery of the information about the event for which the tickets were purchased, as well as all the other related information	Contract performance Legitimate interest	1 year after the event



Purpose	Fundamentals	Storage Period
Accreditation management and access control	Legitimate interest	At the end of the event
Provision of answers and explanation of questions (e.g. customer support, complaints, information requests)	Contract performance Legitimate interest	1 year after the resolution of the issue or complaint
Fraud management and control (includes the collection of IP by storing cookies on the user's device)	Legitimate interest Consent	6 months
Response to judicial and criminal investigation notifications	Compliance with a legal obligation Legitimate interest	Legal term applicable to each obligation

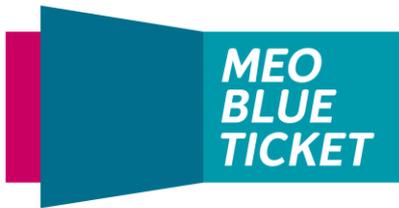
The data identified in the form as obligatory should be provided to Blueticket for completion of registration and transaction.

1.3.3. Direct Marketing (Unsolicited Communications) and Segmentation

If Blueticket - Serviços de Bilhética S.A. obtains your consent, it will send you communications regarding different events, by using one of the means listed below.

In addition, in some cases, in order to determine the communications that might be of your interest, Blueticket will analyze your consumption preferences by processing the following data and categories of personal data:

- The history of your tickets purchases and reservations;



- Your gender and your age, as well as your district and location.

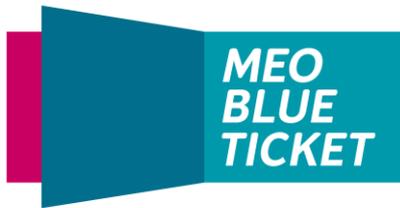
The purpose of the segmentation that is done by Blueticket consists in personalizing promotional campaigns, and has nothing to do with any decision taking that can somehow influence you, or have any significant effects on your legal sphere.

Blueticket will send personalized unsolicited communications, using the definition of profiles, and non-personalized unsolicited communications, addressed to the general universe of data owners. In both cases, these unsolicited communications for marketing purposes will be sent directly to the contacts provided by you, by means of one of the following channels:

- Phone calls with and without human intervention;
- E-mail;
- SMS (Short Message Service), EMS (Enhanced Messaging Service), MMS (Multimedia Message Service) and other similar mechanisms;

In view of the above, for direct marketing purposes, Blueticket - Serviços de Bilhética S.A. processes your personal data in the following way:

Purpose	Fundamentals	Storage Period
Sending of unsolicited communications and newsletters	Consent	1 year
Sending of unsolicited communications after the purchase or reservation of tickets via the website	Legitimate interest (" soft opt-in " or " opt-out ")	1 year after the last unopposed purchase
Segmentation for sending personalized communications	Legitimate interest	1 year after the last purchase



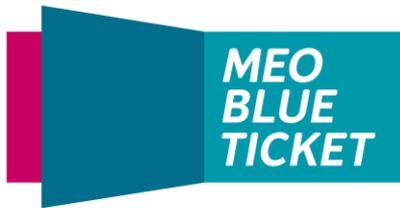
In order to obtain more information about your right to exercise opposition, please consult the point 2.5.1.6. of this Privacy Policy.

1.4. Recipients of your personal data

In order to be able to carry out all its duties and provide you with the best possible service, Blueticket - Serviços de Bilhética S.A. might have to communicate or give access to your personal data to other entities.

Blueticket will only communicate or give access to your personal data to the following categories of entities:

- Arena Atlântico;
- Entities that provide services to Blueticket in terms of:
 - IT support;
 - Marketing services and advertisements;
 - Document management;
 - Legal and accounting support;
 - Logistical support;
 - Human resources support (*e.g.* temporary job);
- Promoters of the events, to whom, in some cases, Blueticket may transmit the personal data of the users who have reserved or purchased the tickets, so that they can send them more information about the future events. The promoters will be identified at the moment of purchase or reservation of the tickets.
- Public authorities, such as, for example, Tax Authorities or Judicial Courts.



1.5. Exercise of rights by data owners

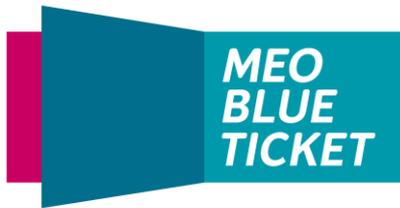
1.5.1. Rights of the data owner

With regard to the processing of his / her personal data, the data owner has the following rights, under the terms of the Articles No. 15-22 of the General Data Protection Regulation, as described below.

1.5.1.1. The right of access

The owner of the personal data has the right to obtain confirmation whether his / her personal data are processed by Blueticket - Serviços de Bilhética S.A. He / she has also the right to access his / her personal data, as well as to receive the following information or additional explanations:

- reasons why his / her personal data are being processed;
- types of personal data that are being processed;
- entities to whom his / her personal data may be transmitted, including entities that are located in the countries outside the European Economic Area, being, in this case, informed of the guarantees applied to the transfer of his / her personal data;
- storage period of his / her personal data or, if possible, the criteria for determining this period;
- rights that he / she has in relation to the processing of his / her personal data;
- in case the personal data were not provided by him / her, information about their origin;
- existence of automated individual decisions, including definition of profiles, and, in this case, information about the logic involved in any of the automated decision processes concerning him / her, as well as the importance and all the expected consequences of these processes.



1.5.1.2. The right of rectification

Whenever you consider that your personal data are incorrect or incomplete, you may require their rectification or completion.

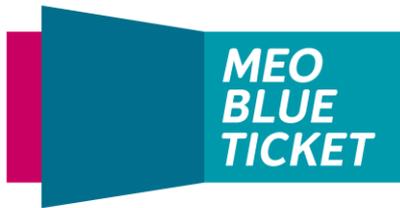
You can also rectify or add your personal data directly, and at any time, by accessing the website <https://www.meoblueticket.pt/>, if you have registered there as a customer under the terms of the point 2.3.1. of this Privacy Policy.

Your right of rectification can only be exercised with regard to the personal data that were provided by you to Blueticket (*e.g.* your user data), and cannot be exercised with regard to the personal data that result from the analyses carried out by Blueticket (*e.g.* the definition of profiles).

1.5.1.3. The right of deletion

In accordance with the law, you have the right to request the deletion of your personal data when one of the following situations occurs:

- your personal data are no longer necessary for the purpose for which they were collected or processed;
- you are opposed to the treatment of your personal data, and there are no prevailing legitimate interests that justify the processing of your personal data, or your personal data are being processed for direct marketing purposes (refers to sending of unsolicited communications);
- your personal data are being processed unlawfully;
- your personal data must be deleted under a legal obligation to which Blueticket is subject; or
- your personal data have been collected in the context of the information society service offer.



The right of deletion cannot be exercised when the treatment of your personal data is necessary for one of the following purposes:

- exercise of freedom of expression and access to information;
- compliance with legal obligation that requires personal data treatment, and applies to Blueticket;
- purposes related to the public interest in the field of public health;
- public interest purposes, scientific or historical research purposes, as well as statistical purposes, insofar as the exercise of the right of deletion seriously undermines the achievement of the objectives of this treatment; or
- declaration, exercise or defense of a right in a judicial proceeding.

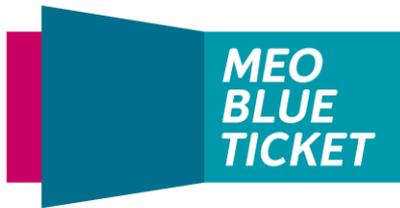
Although you can exercise your right of deletion at all times, when it comes to the purpose of definition of profiles for sending personalized offers and promotions (direct marketing), the exercise of this right, can be compromised.

Once the right of deletion is exercised, your personal data will be anonymized within a maximum period of 30 (thirty) days. The anonymization of your personal data implies that it is no longer possible to proceed with your identification, and it is also not possible anymore to relate the information with the respective data owner.

1.5.1.4. The right to limitation of the data treatment

You can request to limit the processing of your personal data in the following cases:

- if you dispute the accuracy of your personal data, for a period of time that allows Blueticket to verify their accuracy;
- if the processing of your personal data is illegal, and if there is any objection to delete your personal data, then request to limit the processing of your personal data;



- if Blueticket no longer needs personal data for processing purposes, but these data are necessary for the purpose of declaring, exercising or defending a right in a judicial proceeding; or
- if you have presented an opposition to the processing of your personal data, until it is proven that Blueticket's legitimate interests prevail over yours.

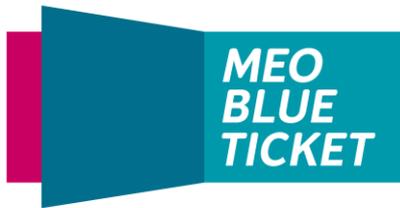
1.5.1.5. The right of portability

You have the right to receive the personal data provided by you, in a structured format, of current use and automatic reading. You also have the right to ask Blueticket - Serviços de Bilhética S.A. to transmit these data to another entity that is responsible for data processing, as long as this is technically possible.

1.5.1.6. The right of opposition

In accordance with the law, you have the right to oppose the processing of your personal data at any time, for reasons related to your particular situation, in the following cases:

- when your personal data treatment is based on Blueticket's legitimate interest, without prejudice to Blueticket being able to present compelling legitimate grounds for such a treatment, which prevail over the interests, rights and freedoms of the data owner, or serve for the purpose of declaring, exercising or defending a right in a judicial proceeding; or
- when the processing is carried out for purposes other than those for which the data were collected, but which are compatible with them.



You can therefore oppose the processing of your data for direct marketing purposes at any time and without any justification, including the definition of profile that is related to that marketing, without compromising the lawfulness of the treatment carried out on the basis of the consent that was previously given by you.

1.5.1.7. The right not to be subject to automated individual decisions

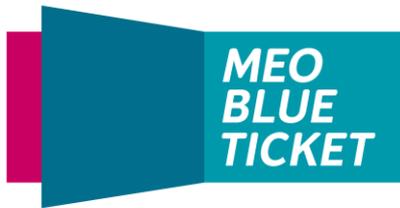
Segmentation and definition of profile for personalized marketing purposes is based on fully automated decisions without any human intervention, but they have no effect on your legal sphere or any other similar significant effects, since the only purpose of these decisions is to direct campaigns and offers to your interests and needs, in accordance with the objectives of the Loyalty Program.

1.5.1.8. The right to submit complaints to the supervisory authority

You have the right to submit, to the competent control authority, complaints regarding matters that are related to the processing of your personal data.

In Portugal, the competent control authority is the National Commission for Data Protection.

In order to obtain more information, please visit the website www.cnpd.pt.



1.6. How can you exercise your rights?

You can exercise your rights with Blueticket - Serviços de Bilhética S.A. by sending a message to the following e-mail address: dados@blueticket.pt.

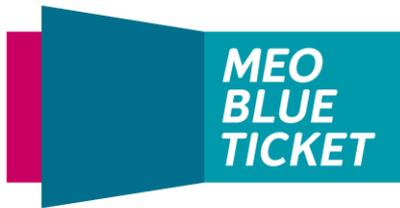
The exercise of your rights is free of charge, but every time, when there are repeated, manifestly unfounded and repetitive requests, Blueticket can demand the payment of a reasonable fee, in order to cover the administrative costs for providing information or taking the requested measures, or it can even refuse to comply with the request.

Every time, when Blueticket has reasonable doubts as to the identity of the person submitting the request, it may ask him / her to provide it with some additional information that is necessary for confirmation of his / her identity.

2. Stay updated on the treatment and protection of your personal data

The information contained in this document may have to be changed over time.

That's why, we advise you to consult the website www.meoblueticket.pt, where this information will be updated at all times, so that you can always be aware of the treatment that is made of your data.



Whenever there are some changes or modifications in the treatment of your personal data, Blueticket - Serviços de Bilhética S.A. will inform you about this fact through the website or through the other communication channels that are normally used by it.

You can also access other information that is related to the privacy, security measures and protection of the personal data and / or operation of the registration:

- Cookie Policy of Blueticket is available [HERE](#);
- General Conditions for Ticket Sales can be accessed [HERE](#).