

Last updated and effective as of September 8, 2020.

Introduction and Your Acceptance of These Terms

Thank you for visiting TheNationalDC.com. The National Theatre (“Us”, “We”, “Our”) knows that your personal information is very important to you, and We respect your privacy. This Privacy Policy explains how your personal information is collected, used, and protected and the choices available to you with respect to Our handling of your data. This Policy applies to all visitors to TheNationalDC.com.

By visiting this website, you consent and agree to the terms of this Privacy Policy and to the collection, use and storage of your information by Us. From time to time, We may change this Privacy Policy. When We do, the “Last Updated” line above will be revised. You are responsible for regularly reviewing this Privacy Policy. Your continued use of this Site following the posting of a changed Privacy Policy indicates your acceptance of the changes. Unless We provide you with specific notice, no changes to Our Privacy Policy will apply retroactively.

If you require any more information or have any questions about Our privacy policy, please feel free to contact Us by email at info@thenationaldc.com.

Information We Collect

Information we collect directly from you: Your provision of your personal information to Us is completely voluntary; it is not a statutory or contractual requirement. Personally Identifiable Information (“PII”) is information that is uniquely identifiable to you, such as your name, address, email address, phone number, credit card number and other personal information that is not otherwise publicly available. We collect information about Our customers and users of Our websites in various ways, such as your voluntary submissions, including when you purchase tickets through Us or Our business partner Etix, by registration of your information to create an account or receive information from Us, by visiting Our social networking sites, and through cookies and other tracking technologies.



NATIONAL THEATRE
WASHINGTON D.C.

To use these features, We may require you to provide your email address, mobile number, name and/or address and certain demographic information. When you give Us PII to use the features above, you expressly consent to Our collection, storage, use and disclosure of this information as described in this Privacy Policy.

We may use your personal information to communicate with you about your use of any of the features above; new content on Our website; news We think may interest you about Us; responses to your questions/comments to Us; and information relating to e-commerce.

We may use your demographic information for in-house statistics, advertising and marketing target information. Our processing of your personal information is necessary for the performance and fulfillment of the contract between us and to provide you with Our services. We will also process, transfer, disclose and preserve personal information when We have a good faith belief that doing so is necessary, to resolve disputes, enforce our agreements and otherwise required by law.

You can always opt-out of receiving future promotional communications from Us; see the Choice/Opt-out section below.

Information we collect automatically: Even if you don't use any of the features above, when you visit Our website, We may collect certain information about you.

- **From your Browser.** For example, Our servers keep an activity log that tracks all visitors to the website. The information in the activity log does not identify you individually. The information collected may include among other data: your IP address, your registered domain or home server, time of access, date of access, web page(s) visited, number of clicks, software crash reports, type of browser used, session identification number, search terms, search results, access times and referring website's address. We use your IP address to help diagnose problems with Our server and to administer Our website. Your IP address is also used to gather broad demographic information, such as country of origin and geographic location. We use such data in the aggregate to run internal analyses to improve upon your experience on Our website.



- **Cookies.** “Cookies” are small text files that are stored on your computer and record your preferences when you visit certain online pages. Our website uses cookies to track your use of the site and its features and links. If you provide Us with personal information, cookies may be linked to that information. We may use cookies to control the display of ads, to track usage patterns on the sites, to deliver editorial content, and to personalize information. Our cookies may contain PII and such cookies may be shared with others to the same extent indicated in below in the section regarding “Information Collected By/Shared With Third Parties”. We (or third party service providers on Our behalf) may also use cookies to collect aggregate information about web site users on an anonymous basis (“Anonymous Information”). We may share aggregate demographic and usage information with Our prospective and actual business partners, advertisers and other third parties for any business purpose. You may occasionally get cookies from third parties with links on Our website. We do not control these cookies, and these cookies are not subject to Our Privacy Policy. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to decline cookies. Please note, if you chose to remove or reject cookies, this could affect the availability and functionality of Our Site. If you need help with this, contact Us at info@thenationaldc.com. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at www.allaboutcookies.org.
- **Tracking Tags** (also known as “web beacons,” “action tags” or “single-pixel gifs”). Our website may also use tracking tags. Tracking tags are invisible graphics embedded in the pages of Our website that are programmed to collect non-personal information about your use of Our website. Like cookies, tracking tags provide overall usage patterns for Our website that We use for analysis and to provide personalized services and advertising content.
- We also collect information from Our business partners and Nederlander, Our parent company. We may also provide information to Nederlander. If We do collect your information from Our business partners or through other sweepstakes and/or contests, We only do so after you have opted-in to receive additional information from Us. We do not purchase information about You.



We comply with the Self-Regulatory Principles for Online Behavioral Advertising set forth by the Digital Advertising Alliance (DAA). You can opt-out of targeted advertising from certain providers at www.aboutads.info/consumers.

How We Use Your Personal Information

The personal information We collect allows Us to keep you posted on updates to the National Theatre Site. It also helps Us to improve Our services, content, and advertising. If you don't want to be on Our email list, you can opt out any time by clicking the "unsubscribe" button at the bottom of any email you receive from Us.

From time to time, We may use your personal information to send transactional emails, such as communications about purchases and changes to Our terms, conditions, and policies. Because this information is important to your interaction with the National Theatre, you may not opt out of receiving these communications.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve the National Theatre's services, and customer communications.

Information Collected By/ Shared With Third Parties

Other than as provided in this Privacy Policy, we do not share your personal information with third parties.

- **Advertising.** We partner with advertising companies who may use information from cookies and the tracking tags they place on our website to provide you with targeted advertisements about goods and services that may be of interest to you based on your use of our website and to track the effectiveness of ads served to you. These advertising company partners may *anonymously* track your Internet usage across other websites in their networks beyond our website. Any information that these advertising companies collect via cookies and tracking tags is generally not personally identifiable (unless, for example, you provide personal information to them through an ad or email message). You are



NATIONAL THEATRE
WASHINGTON D.C.

welcome to browse the site in private/incognito mode, which means cookies will not be activated and previous cookies will not be tracked. If you need help with this, contact us at info@thenationaldc.com. If you would like more information about the use of cookies and tracking tags and to know your choices about not having this information used by these companies, see the Network Advertising Initiatives consumer Web site at <http://www.networkadvertising.org/consumer/>.

- **Ticketing Partners**. Your information may be shared with our ticketing partners (i.e. Etix) in order to fulfill your transaction and send you updates, special offers, and other information via electronic messages. For more information on our ticketing partner's data collection and use practices, please review the [Etix privacy policy](#). You can withdraw your consent for any promotional or marketing messages at any time by clicking "unsubscribe" on any promotional or marketing e-mails you receive.
- **Third Parties Doing Work for Us**. Third parties have no rights to use any data We have collected on your behalf. However, We may employ other companies or individuals to perform functions on Our behalf, such as sending postal mail, email, and text messages, conducting sweepstakes/contests, prize fulfillment and promotional activities, analyzing data, providing marketing assistance, processing credit card payments, and providing customer service. These outside suppliers, agents, and vendors have access to your personal information only as needed to perform their functions.
- **Third Parties with Links from Our Website**. From our website, you may be able to click on links to third party sites to buy tickets and merchandise and for other purposes. These third party sites may collect information, including personal information. We are not responsible for, nor do we have access to the information they collect. The collection of this information is governed by the privacy policies on the applicable third party sites.
- **Social Networking Services**. Our website may integrate with social networking services. We do not control such services and are not liable for the manner in which they operate. While we may provide you with the ability to use such services in connection with our website, we are doing so merely as an accommodation and, like you, are relying upon those third party services to operate properly and fairly.
- **When necessary**. We may also release personal information when we believe, in good faith, that such release is reasonably necessary to



protect the rights, property or safety of Ourselves, Our clients, Our users, or others. We may disclose personal information about you to law enforcement, other government officials, or other third parties, as We, in our sole discretion, believe necessary or appropriate, in connection with an investigation of fraud, intellectual property infringement, or other activity that is illegal or may expose Us to legal liability.

Co-Branded Pages

We may enter into relationships with “powered by” partners, business partners, sponsors, and co-branded sites (referred to here as “co-branded pages”). These might include, for example, pages that share our name and that of another entity. There may be a specific privacy policy on any such co-branded page. Any personal information that you provide when signing up at any co-branded page may be collected by, or shared with, our third party partner. We have no control over, and are not responsible for, our third party partners’ use of your personal information. If you want to learn more about other entities’ privacy practices, please review the websites of those third parties.

Transactions With Third Party E-commerce Partners, Vendors and Advertisers

When you provide personal information to one of Our Site’s third party e-commerce partners, vendors or advertisers (i.e. Etix), this transaction will occur in connection with the site of the e-commerce partner, vendor or advertiser, not on the Site, and, as such, the personal information you provide is collected pursuant to and controlled by the privacy policy of such e-commerce partner, vendor or advertiser. The Natinal Theatre is not responsible for such parties’ privacy policies and We encourage you to familiarize yourself with the applicable privacy policy of the e-commerce site with which you transact business or to contact the operator of such site for more information.



Delivery of Advertising and Other Content

In addition to ads and content that We may serve you directly, We use third-party advertising companies and marketing services companies to serve ads and other content when you visit the National Theatre Site and elsewhere on the internet and in other media. Both We and these companies may use information about your visits to Our Site and elsewhere to serve ads and other content to you. In the course of doing so, a unique third-party cookie may be placed or recognized on your browser by such companies. In addition, We and these companies may use Web beacons to help manage Our online advertising and content. These Web beacons enable Us and the third-party companies to recognize a browser's cookie when a browser visits this Site and to learn which banner ads bring users to our website and to serve you ads that you may find of interest elsewhere on the internet and in other media. Both the National Theatre and these companies may use information obtained from your visits to Our Site or other websites, and information received from you offline in order to provide advertisements about goods and services and other content of interest to you across the internet and in other media. If you would like more information about this practice and to know your choices about not having this information used in this manner by Our third party advertising companies, please

visit http://www.networkadvertising.org/optout_nonppii.asp and/or www.aboutads.info/choices. European users may opt out of receiving targeted advertising by visiting <http://www.youronlinechoices.eu/>.

In addition, we may provide PII and Anonymous Information to marketing services companies. This may include information we received from you offline or online. These companies may combine information we provide (including PII and Anonymous Information) with personal and anonymous information they may have about you, using cookies they place or that We place on their behalf, as described in the section regarding "Cookies and Tracking Tags". We require these companies to delete the PII we provide them. These companies may use the resulting non-personal information and such cookies for their own marketing purposes, and they may provide the same to their customers for their customer's marketing purposes.

Some of Our emails may contain tags that allow Us and Our advertisers and other partners to determine the types of content that may be of interest to you. Those tags may contain PII and may be shared with others to the same extent



NATIONAL THEATRE
WASHINGTON D.C.

indicated in the section regarding “Cookies and Tracking Tags”. Those tags may not be deleted but you can opt out of receiving the emails.

Security of Your Personal Information

The National Theatre employs reasonable security measures consistent with standard industry practice, for personal information collected through this Site, including physical, electronic and operational measures to maintain security and prevent unauthorized access. While the National Theatre takes all appropriate steps to safeguard personal information under Our control, unfortunately, no data transmission over the Internet or method of storing data can be guaranteed to be 100% secure. As such, We cannot guarantee that personal information supplied by users will not be accessed on Our servers, or intercepted while being transmitted to Us over the Internet. We assume no liability for any damages you may suffer as a result of interception, alteration or misuse of information during such transfers.

Retention

We will retain your information for as long as your account or inquiry is active and for a reasonable time thereafter in accordance with Our standard procedures or as necessary to comply with Our legal obligations, to resolve disputes, and to enforce Our agreements. Even if We delete some or all of your Personal Information, We may continue to retain and use aggregate or anonymous data previously collected and/or anonymize or aggregate your Personal Information. Please note that We will not be liable for disclosures of your data due to errors or unauthorized acts of third parties.

Choice/Opt Out and Correct/Update

The Site gives users the following options for removing their information from our database, to not receive future communications or to no longer receive our service, at any time. This website also gives users the following options for changing and modifying information previously provided, at any time.

- Users can send email to: info@thenationaldc.com



NATIONAL THEATRE
WASHINGTON D.C.

- Users can send mail to the following postal address:
National Theatre
c/o Marketing, 3rd Floor
1321 Pennsylvania Ave NW
Washington, DC 20004
- Users can call the following telephone number: (202) 628-6161

Users can opt-out of receiving future newsletter emails from Us by selecting the “unsubscribe” link at the bottom of any email.

However, We are not responsible for removing your information from the lists of any third party who has previously been provided with your information or is collecting your information through their cookies.

You have the right to withdraw your consent for Our processing for your personal information by contacting us at info@thenationaldc.com.

Age Policy

We do not intend Our website to be used by individuals under the age of 18 without the supervision of a parent or guardian 18 years of age or older. We rely upon parents or guardians 18 years of age or older to determine if Our website is appropriate for the viewing, access, or participation by such individuals under the age of 18. If an individual under the age of 18 uses Our website, such individual may do so only under the supervision of a parent or guardian 18 years of age or older.

We do not seek or knowingly collect personally identifiable information about children under 13 years of age. If We become aware that We have unknowingly collected information from a child under the age of 13, We will make commercially reasonable efforts to delete such information from Our database.

Successors

In the event that We are, or any component of our operations is, merged with, or is acquired by, another entity, then any such successor or acquiring entity may become the successor to Our obligations with respect to the personal information that you have provided to Us, which would be necessary for the

entity to effectively continue our business. By using this website, you consent to any transfer and use of such personal information by an entity assuming control of Our operations as a result of a merger, purchase of assets, or liquidation in bankruptcy or insolvency.

Notice to California Residents

California Civil Code Section 1798.83 permits California residents to request information regarding the disclosure of their personal information to third parties for third parties' direct marketing purposes. If you are a California resident and you want to make a request, please contact info@thenationaldc.com.

Contact Us

If you have any questions about this Privacy Policy, the practices of this website, or your dealings with this website, you can send an email to info@thenationaldc.com.



NATIONAL THEATRE
WASHINGTON D.C.