Privacy Notice

Last updated: ***November*** **2026**

1. About this Privacy Notice

This privacy notice applies to the personal data we collect about you through our platform via the website located at www.seatunique.com (**Website**), our B2B portal, Connect by Seat Unique and/or our applications for mobile devices (**App**), or when you communicate with us. The Website, Connect by Seat Unique and the App together form our service to you (**Platform**).

This privacy notice may change from time to time and, if it does, the up-to-date version will always be available on our Website. We will also tell you about any important changes to our privacy notice.

2. Who we are

We are RMS Events Ltd (t/a Seat Unique) (**Seat Unique**, **we**, **our** or **us**) with company number 11313999. Our registered address is 6-8 Greencoat Place London SW1P 1PL.

Seat Unique is the trusted technological platform offering premium access to live events. We sell tickets and associated products and services to events and experiences on behalf of events organisers, promoters, venues, producers, artists/performers, agents, teams record labels and other persons involved in the organisation of events (**Event Partners**).

3. What personal data do we collect about you

This section informs you of what information we collect about you and why. Personal data means any information about an individual from which that individual can be identified.

We may collect, use, store and transfer different kinds of personal data about you or in relation to you which we have grouped together as follows:

- **Identity Data** including first name, last name, username, password, date of birth, address, email address and phone number. In addition we may collect the same information in relation to any contacts that you share with us.
- **Technical Data** including internet protocol (IP) address, login data, browser type and version, device identifiers, mobile device tokens, time zone setting and location, preferred language, browser plug-in types and versions, device screen size, unique device identifiers, geographic location, operating system and platform and other technology on the devices you use to access our Platform. We may use these identifiers to manage and deliver push notifications to your device and to record your notification preferences.
- **Usage Data** including information about how you use the Platform and services.
- **Transaction Data** including details about payments to and from you (including via our payment partner, Stripe) and other details of any services you have purchased from us. Note that we do not collect or store any card payment or other financial details outside of pure records of transaction (e.g. purchase history and amounts paid).
- **Marketing and Communications Data** including your preferences in receiving marketing from us and third parties and your marketing communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data is not considered personal data in law as this data does not directly or indirectly reveal your identity. An example of Aggregated Data would be where we use your Usage Data to calculate the percentage of users accessing a specific Website feature. If the Aggregated Data is combined with other personal data to directly or indirectly identify you, we will treat this combined data as personal data and in accordance with this privacy notice.

Other than in respect of any accessibility requirement information (which we seek to obtain to ensure you have the best experience when attending events), we **do not** seek to collect your **Special Category Data** which means details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data; and personal data related to criminal offences or criminal records. If you do share Special Category Data with us, including in respect of accessibility requirements, this will be via your consent.

4. How your personal data is collected

We use different methods to collect data from and about you including through:

Direct interactions:

We collect personal data about you if you fill in forms on the Platform or correspond with us by telephone, email, WhatsApp, live chat or otherwise. This includes information you provide when you:

- register to use our Platform or our services (including buying a ticket or receiving the transfer of a ticket);
- enter a competition, promotion or survey; or
- report a problem with our Platform or give us feedback;
- speak with our customer services team (see Call Recording and Monitoring below).

Call Recording, Monitoring and Transcription:

We may monitor and/or record telephone calls between you and our customer service or support teams. These recordings may also be transcribed using automated voice-to-text technology to create written records of the conversations. These recordings and transcriptions may include personal data.

We carry out call recording and transcription for the following purposes:

- to ensure and improve the quality of our services,
- to support training and performance monitoring,
- to maintain accurate records of interactions,
- to help resolve queries or complaints, and
- to comply with our legal and regulatory obligations.

Live Chat and Chatbot:

When you use the chat function on our Platform, you may interact with an automated chatbot or AI assistant and/or a member of our customer service team. We collect the messages you send, any information you provide during the chat, and a transcript of the conversation, which may include personal data. We use this information to answer your query, provide and improve our customer support, maintain accurate records of interactions, resolve queries or complaints, and comply with our legal and regulatory obligations. Our chat and chatbot services are provided by third-party suppliers acting on our instructions (see the section “Who else

might we share your personal data with" below). Please do not share sensitive personal information (such as health details) in the chat unless it is necessary for your query.

Automated technologies or interactions:

If you use our Platform we automatically collect the following information:

- web usage information (e.g. IP address), your login information, browser type and version, time zone setting, operating system and platform; and
- information about your visit, including the full Uniform Resource Locators (URLs) clickstream to, through and from our Platform (including date and time); time on page, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs).

Where we collect information about you in the ways described above, we do so on the basis that it is in our legitimate interests to collect and process this data. In most situations this will be anonymised but we collect and process this data to ensure that our Platform is functioning properly and that our customer experience is to the standard that you and we expect.

The Platform contains links to and from third-party websites, plug-ins and applications. If you follow a link to any of these websites or authorise integration with any of the partners featured on the Platform, please note that these websites and partners have their own privacy policies and that we do not accept any responsibility or liability for these policies. When you leave our Platform, we encourage you to read the privacy notice of every website you visit.

We also use cookies on our Platform. Please see the section on Cookies in this privacy notice for more information.

Third-party AI assistants (e.g. Claude, ChatGPT):

Seat Unique is listed in certain third-party AI assistant directories (such as Anthropic's Claude and OpenAI's ChatGPT). If you ask one of these assistants about live events, hospitality or tickets, the assistant may query our search tools directly to find relevant results. In doing so, we only receive the search text you gave the assistant (for example "Arsenal hospitality in December"), any filters applied (such as dates, price range or category), and, where the assistant searches near your location, an approximate location. We do not receive your name, email address, account details, or the rest of your conversation with the assistant, and this interaction does not involve a Seat Unique login. We use this information only to search our live events and return results, together with a link for you to complete any booking on seatunique.com. We do not store this search information in our own database, though our service providers who help us run and monitor this search functionality may record search requests and results for analytics and error monitoring purposes, as described in the section "Who else might we share your personal data with" below. Links returned to you carry standard UTM tracking tags so that our existing Website analytics can attribute a booking to this channel; no personal identifier is included in these tags, and the tracking itself takes place on our Website once you click through, which is already covered elsewhere in this privacy notice.

We do not create or store any user account for this search functionality, and we do not store a record of your conversation with the third-party AI assistant. We do not collect your name, email address, or IP address through this search functionality.

Information we receive from other sources:

We are also working closely with third parties, (including, for example, business partners assisting us with email outreach, sub-contractors in technical and payment services, bot protection services, advertising networks, analytics providers and search information providers) and may receive information about you from them.

We may use specialist data enrichment providers to assist us with supplementing the data we hold on you with aggregated, anonymised lifestyle data. This helps us to understand your interests and preferences, so we can provide you with information which is likely to be most relevant to you and improve your experience of our products and services. When we receive information from other sources, we rely on them having the appropriate provisions in place telling you how they collect data and who they may share it with. We carefully check our sources to ensure that we only receive your information when it is lawful for us to do so.

5. Purposes for which we will use your personal data

This section explains how we will use your personal data to carry out the activities relevant to the provision of our services to you and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Please note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below:

Purpose / Activity	**Type of data**	**Lawful basis for processing (including basis of legitimate interest)**
To set-up, administer and manage your Seat Unique account (including verifying your identity)	• Identity	• Performance of a contract with you
To provide you with services (which includes sharing your information with service providers (including venues or other types of ticket vendors) and group companies who assist with providing the service, keeping you posted on the latest news, managing any payments, fees and charges)	• Identity • Transaction • Marketing and Communications	• Performance of a contract with you • Necessary for our legitimate interests (to ensure the security of our and our Event Partners' operations)
To cater to any accessibility requirements that you have notified us of, which may include sharing this information with event venues or other ticketing providers, to ensure that you have the best experience when attending events	• Identity • Special Category Data • Transaction	• Consent • Performance of a contract with you

To manage our relationship with you (including notifying you about changes to our terms or privacy notice)	• Identity • Usage • Marketing and Communications	• Performance of a contract with you • Necessary for our legitimate interests (to keep our records updated and study how users use our services)
To administer and protect our business and the Platform (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	• Identity • Technical	• Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, anti-fraud protection and in the context of a business reorganisation or group restructuring exercise) • Necessary to comply with a legal obligation
To deliver relevant Platform content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	• Identity • Technical • Usage • Marketing and Communications	• Necessary for our legitimate interests (to study how customers use our services, to analyse data and research trends to grow our business and to inform our marketing strategy)
To use data analytics to improve our Platform, products/services, marketing, customer relationships and experiences	• Technical • Usage	• Necessary for our legitimate interests (to define types of customers for our services, to keep the Platform updated and relevant, to develop our business and to inform our marketing strategy)
To personalise features and content to you	• Identity • Technical • Usage	• Consent • Necessary for our legitimate interests (to

	• Marketing and Communications	provide a personalised and more relevant service to our customers)
To send offers and promotions relating to our services that you may be interested in	• Identity • Usage • Marketing and Communications	• Consent • Necessary for our legitimate interests where we rely upon the soft opt-in to send marketing messages
To receive, consider and respond to any communications you send to us	• Identity • Marketing and Communications	• Necessary for our legitimate interests (to respond to your communication)
To provide customer support through live chat and an automated chatbot or AI assistant, and to receive, consider and respond to your enquiries	• Identity • Usage • Marketing and Communications • the content of your chat	• Performance of a contract with you • Necessary for our legitimate interests (to provide efficient and responsive customer support)
To send push notifications and manage notification preferences	• Technical, Usage, Marketing and Communications	• Consent • Necessary for legitimate interests for essential service notifications

In addition to the purposes set out above, we may also process your personal data for other purposes that we deem compatible with those listed above. We will update this privacy notice accordingly, when we do this.

Our chatbot helps answer your questions and direct you to the right team. We do not make decisions that produce legal effects concerning you, or similarly significantly affect you, based solely on automated processing.

6. Communications

This section is to explain how we will ensure that you only receive communications that you wish to receive.

Marketing communications

We want to ensure that you are informed and aware of the best events, promotions and our services that we can offer you. By consenting to receive additional communications (e.g. by email) from us and any named third parties that feature at the point of obtaining consent in respect of such information, we will process your personal data in accordance with this privacy notice.

If you have provided your consent to receive marketing communications from us and you change your mind, you can change your preferences and unsubscribe at any time by following the unsubscribe instructions provided in the materials (e.g. the 'unsubscribe' link in emails) or contacting us at help@seatunique.com. Please note that we will action your request as soon as possible but it may take up to 10 days to update.

Service communications

As detailed above, we may send you communications such as those which relate to any service updates or provide customer satisfaction surveys. We consider that we can lawfully send these communications to you as we have a legitimate interest to do so, namely to effectively provide you with the best service we can and to grow our business.

Push Notifications

If you use our App, we may send you push notifications about events, offers and promotions, account activity, ticket updates, service-related information.

We will only send marketing push notifications where you have chosen to receive them through your device or App settings.

To provide push notifications, we may collect and process device identifiers and notification tokens associated with your mobile device.

You can stop receiving push notifications at any time by updating your preferences within the App (where available); or changing your device notification settings. Disabling push notifications will not affect your ability to use the App or access purchased tickets, although you may miss important updates.

7. Who will have access to your personal data

This section is to explain who, within Seat Unique, will have access to your data. Your personal data will only be seen or used by our employees or those engaged by us that have a legitimate business need to access your personal data for the purposes set out in this privacy notice.

We take your privacy seriously and have implemented appropriate physical, technical and organisational security measures (including offering two-factor authentication) designed to secure your personal data against accidental loss, destruction or damage and unauthorised access, use, alteration or disclosure.

8. Who else might we share your personal data with

This section will inform you of who we share your personal data with and why. Except as explained in this privacy notice, we will not share your personal data without your consent unless required to do so by law.

We may disclose your personal data to law enforcement agencies or court to the extent necessary for purposes including preventing, investigating, detecting, and prosecuting criminal offences; preventing threats to public security in accordance with applicable law; or validating a claim.

We may share your personal data with third parties who assist us with administering the provision of our services to you, including:

- companies within the Seat Unique group in order to provide our services, operate our business efficiently, or fulfil our contractual obligations to you. Certain services may be performed by other members of the Seat Unique group on our behalf. This may include: (i) order processing and fulfilment; (ii) ticket dispatch and delivery; (iii) customer support services; (iv) payment administration and finance operations; (v) IT, systems administration and hosting; and (vi) business reporting and analytics. They have access to personal data needed to perform their functions but may not use it for other purposes. These group companies may

in turn engage their own third-party providers to help deliver these services, who will only be permitted to use your personal data to perform the relevant function on our behalf;

- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you. This includes our Event Partners, so that they can run the event and fulfil any other processing purpose detailed within their own privacy notice. We will always name the Event Partners when you purchase a ticket and you will be given the option to subscribe to receive marketing from them. If you would like to understand more about our data sharing with Event Partners please do feel free to get in touch at help@seatunique.com;
- analytics and search engine providers that assist us in the improvement and optimisation of our Platform, including Algolia (search functionality), PostHog EU (analytics), and Cloudflare and AWS (network and hosting infrastructure); and
- agents we engage to perform functions on our behalf including sending customer communications, AI chatbot services, couriering and delivering tickets, providing ticket insurance, analysing data (including our third party data enrichment providers), providing marketing assistance, processing payments, hosting our IT infrastructure, researching customer satisfaction and providing customer service. They have access to personal data needed to perform their functions but may not use it for other purposes.

We may also pass Aggregated Data on the usage of our Platform (e.g. we might disclose the numbers of visitors to our Platform that come from different geographic areas) to third parties but this will not include information that can be used to identify you personally.

If a business transfer or change of business ownership takes place or is envisaged, we may transfer your personal data to the new owner (or a prospective new owner). If this happens, you will be informed of this transfer.

9. How we protect your personal data

This section explains how we keep your personal data safe and where it will be held.

We take your privacy seriously and are committed to maintaining the privacy and security of the personal data you provide to us, and the choices you have regarding our collection and use of your personal data.

Once we have received your personal data, we follow strict security procedures as to how your personal data is stored and used, and who sees it, to help stop any unauthorised access.

The information that we collect from you may be stored at, and (if applicable) transferred to, a destination outside of the United Kingdom and the European Economic Area (**EEA**). When we transfer your personal data outside of the United Kingdom and the EEA , we rely on UK adequacy regulations where they apply. Where they do not apply, we put in place appropriate safeguards, such as the UK International Data Transfer Agreement (or the UK Addendum to the EU Standard Contractual Clauses).

Our Platform and the search functionality used by third-party AI assistants are hosted on Amazon Web Services (AWS) infrastructure located in London, United Kingdom, behind Cloudflare's network security services.

10. How long we keep your personal data for

This section explains the length of time that we will retain your personal data.

We will keep your personal data for no longer than is necessary for the purposes for which it was obtained. The criteria for determining the duration for which we will retain your personal data are as follows:

a) whether we maintain an ongoing relationship with you;

b) whether we have a lawful purpose to process your personal data (e.g. any laws requiring us to keep transaction records for a certain time period before deleting them); and

c) what the limitation period is under applicable law (i.e. any period during which any person could bring a legal claim against us in connection with your personal data, or to which your personal data may be relevant).

During the periods in paragraphs (a) and (b) above, we will restrict our processing of your personal data to the storage of, and maintaining the security of, those data, except to the extent that those data need to be reviewed in connection with any legal claim or obligation under applicable law.

After this period your personal data will be anonymised so that you are no longer identified or identifiable from such information.

Any third parties that we engage will keep your data stored on their systems for as long as is necessary to provide the relevant services to you or us. If we end our relationship with any third party providers, we will make sure that they securely delete or return your personal data to us.

Where our service providers process information generated through the search functionality used by third-party AI assistants (as described in section 4 above), they retain this information for the following periods: search queries and results are retained for 30 days; usage statistics (such as which tool was used, how long it took, errors encountered, and which AI assistant was used) are retained for 1 year; our server logs are retained for 30 days; Algolia's own search logs are retained for up to 90 days; and website traffic logs are retained for 365 days. These periods are subject to change and the up-to-date periods will be reflected here.

We may retain personal data about you for statistical purposes. Where data is retained for statistical purposes, it will always be anonymised, meaning that you will not be identifiable from that data.

11. Your rights

Under certain circumstances, you have a number of rights in relation to your personal data. There are circumstances in which your rights may not apply. You have the right to request that we:

- provide you with a copy of the information we hold about you;
- update any of your personal data if it is inaccurate or out of date;
- delete the personal data we hold about you - if we are providing services to you and you ask us to delete personal data we hold about you then we may be unable to continue providing those services to you;
- restrict the way in which we process your personal data;
- stop processing your data if you have valid objections to such processing; and
- transfer your personal data to a third party.

For more information on your rights and how to use them, or if you would like to make any of the requests set out above, please contact us at help@seatunique.com.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

As explained in the section on Communications above, even if you consented to the processing of your personal data for marketing purposes (by ticking the relevant box or by requesting information about services), you have

the right to ask us to stop processing your personal data for such purposes. You can exercise this right at any time by following the unsubscribe instructions provided in the materials (e.g. the 'unsubscribe' link in emails) or contacting us at help@seatunique.com.

12. **Cookies**

The Platform uses cookies, please visit our Cookies Policy here for more information.

13. **More Information / Complaints**

We take data protection seriously and aim to resolve any concerns fairly and promptly. If you have any questions or if you are unhappy with how we have handled your personal data or responded to a request, you can contact us directly by emailing us at **help@seatunique.com**. ***Acknowledging and verifying your complaint***

We will acknowledge your complaint within 30 days of receiving it.

To protect personal data, we may need to confirm your identity before we can investigate your complaint. We might ask for additional information or documentation. If someone is making the complaint on your behalf, we may also need evidence that they are authorised to act for you. If we cannot verify identity or authority, we may not be able to proceed with the complaint.

How we investigate your complaint

When investigating your complaint, we may review the details of your complaint, check the records and information we hold, speak with relevant members of our team and/or request further information from you if needed. If we need additional information, we'll let you know what's required and the timeframe for providing it.

We'll keep you updated on progress where appropriate.

Outcome of your complaint

We will inform you of the outcome of the complaint without undue delay.

We will explain clearly what we've done to resolve your complaint and, where appropriate, any action we have taken as a result.

If you're not satisfied

If you are unhappy with our response, you have the right to raise your complaint with the Information Commissioner's Office (ICO) or you can seek to take action in the courts.

More details on how to complain to the ICO are available on the Complaints page of the ICO's website.