

# Privacy & Cookies Policy

**LAST MODIFIED:** May 3, 2026

Venu Holding Corporation (“Venu”) and Notes Live Foundation d/b/a Venu Arts & Culture Foundation (the “Foundation,” collectively “we,” “us,” or “our”) have created this Privacy & Cookies Policy (“Policy”) to describe how we collect, use, disclose, and otherwise process personal information when you access or use our websites, products, services, and related activities (collectively, the “Services”), including through Internet domains owned or operated by Venu, such as **venu.live**, and by us, such as **regentbankamphitheater.com** (the “Sites”).

When we refer to “you” or “your,” we mean the individual about whom we collect personal information. If you access the Site or Services on behalf of a business or other organization, “you” or “your” also refers to that organization, where applicable.

Please read this Policy carefully.

## 1. GENERAL DISCLOSURES

Our Site and data systems are hosted in the United States. If you access the Site from outside the United States, your personal information may be transferred to, stored, and processed in the United States, where privacy laws may differ from those in your jurisdiction. By using the Site, you acknowledge and consent to this transfer where permitted by law.

This Policy applies only to our Sites and Services. It does not apply to third-party websites, applications, or services that we link to or integrate with. We are not responsible for the privacy practices or content of third parties. We encourage you to review their privacy policies before providing information to them.

## 2. INFORMATION WE COLLECT, USE, AND DISCLOSE

When you visit or use our Site, we may collect the following categories of personal information:

- **Online identifiers** (such as IP address, cookie identifiers, and device identifiers);
- **Internet or network activity information** (such as pages viewed, interactions, referring URLs);
- **Device and browser information;** and
- **Approximate geolocation information.**

We collect and use this information to operate, secure, analyze, improve, and market our Site and Services, comply with legal obligations, and prevent fraud and misuse.

We may disclose personal information to service providers, analytics providers, and advertising partners that assist us in operating and improving our Services.

### **Google Analytics and Google Advertising Technologies**

We use analytics and advertising tools provided by **Google LLC (“Google”)**, including **Google Analytics (GA4)** and, where applicable, Google advertising and measurement technologies (such as Google Ads conversion tracking and remarketing features).

These technologies use cookies, pixels, tags, or similar technologies to collect and process information such as your IP address, device identifiers, browser type, operating system, pages viewed, interactions with the Site, approximate location, and other online identifiers.

We use Google Analytics to understand how users interact with our Site, generate aggregated usage reports, and improve functionality and content. Google advertising technologies may be used to measure campaign performance and deliver advertisements that may be relevant to you across websites and online services.

Google may combine information collected from our Site with information from other websites, apps, or services that use Google technologies, in accordance with Google’s own privacy policies. For certain processing activities, **Google acts as an independent controller** of personal information. Google’s use of personal information is governed by the Google Privacy Policy.

### **Meta Platforms (Facebook and Instagram)**

We use advertising tools provided by **Meta Platforms, Inc. (“Meta”)**, including the **Meta Pixel**, to measure advertising effectiveness, create custom audiences, and deliver targeted advertisements on Meta platforms such as Facebook and Instagram.

Through the Meta Pixel, information such as your IP address, device identifiers, browser information, pages viewed, interactions with our Site, and other online identifiers may be transmitted to Meta. Meta may combine this information with information from your Meta account or other data it maintains about you.

Meta acts as an **independent controller** with respect to the personal information it processes. Meta’s processing and use of information is governed by its own privacy policies.

### **Sale or Sharing of Personal Information**

We do **not** sell personal information for monetary consideration. However, we may **share** personal information—including online identifiers and internet activity information—with analytics and advertising partners (such as **Google and Meta**) for purposes of **cross-context behavioral advertising, analytics, and measurement**, as those terms are defined under applicable U.S. state privacy laws.

## **3. PERSONAL INFORMATION RELATING TO CHILDREN**

We do not knowingly collect personal information from individuals under the age of 16. If we learn that we have collected such information, we will take reasonable steps to delete it promptly.

#### 4. DATA RETENTION

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Policy, comply with legal obligations, resolve disputes, and enforce agreements.

#### 5. MARKETING AND PROMOTIONAL COMMUNICATIONS

You may opt out of receiving promotional emails or communications by following the instructions provided in those messages. Transactional or service-related communications may continue as necessary.

#### 6. THIRD-PARTY LINKS AND INTEGRATIONS

Our Site may contain links to third-party websites or services. This Policy does not apply to those third parties. We encourage you to review their privacy practices before engaging with them.

#### 7. SECURITY

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, or misuse.

#### 8. YOUR PRIVACY RIGHTS

Depending on your state of residence, you may have the right to:

- Access personal information we hold about you
- Request correction or deletion of personal information
- Receive a copy of your personal information
- Opt out of certain processing activities, including targeted advertising
- Correct inaccuracies in data

##### **Right to Opt Out of Sale or Sharing**

Certain states, such as Colorado and California, have laws that require companies provide residents with the opportunity to opt out of the sale or sharing of personal information for cross-context behavioral advertising. You may exercise this right by clicking the **“Do Not Sell or Share My Personal Information”** link on our Site or by enabling a recognized opt-out preference signal, such as the **Global Privacy Control (GPC)**, which we honor where required by law.

#### 9. HOW TO SUBMIT A REQUEST

You may submit a privacy rights request by emailing [info@venu.live](mailto:info@venu.live) or by using the “Do Not Sell or Share My Personal Information” link on our Site.

## 10. HOW WE PROCESS REQUESTS

We will verify and respond to requests in accordance with applicable law. If we deny your privacy rights request, you may appeal our decision by contacting us at [info@venu.live](mailto:info@venu.live) with the subject line ‘Privacy Rights Appeal.’ We will review your appeal and respond within the timeframe required by applicable law. If your appeal is denied, you may contact your state attorney general or applicable data protection authority.

## 11. COOKIES AND SIMILAR TECHNOLOGIES

We use cookies, pixels, tags, and similar technologies for **essential site functionality, analytics, and advertising.**

### **Essential Cookies**

Required for the Site to function properly and cannot be disabled through our consent tools.

### **Analytics Cookies**

Used to understand how visitors interact with the Site and improve performance, including cookies used by Google Analytics.

### **Advertising Cookies**

Used to deliver relevant advertisements and measure advertising effectiveness, including cookies and pixels used by Google and Meta.

### **Consent and Cookie Controls**

Where required by applicable law, we obtain your consent before placing analytics or advertising cookies on your device. You may manage or withdraw your consent at any time through our cookie preference settings or browser controls.

### **Sensitive Personal Information**

We do not intentionally transmit sensitive personal information—such as health data, precise geolocation, biometric identifiers, or accessibility information—to analytics or advertising partners through cookies or tracking technologies.

### **Do Not Track and Global Privacy Control**

We do not respond to traditional “Do Not Track” browser signals. However, we recognize and honor **Global Privacy Control (GPC)** signals where required by law.

## 12. **CHANGES TO THIS POLICY**

We may update this Policy from time to time. Updates will be posted to the Site with a revised "Last Modified" date.

## 13. **CONTACT US**

If you have questions about this Policy or our privacy practices, please contact us at:

### **Venu Holding Corporation**

1755 Telstar Drive, Suite 501

Colorado Springs, CO 80108  
Email: [info@venu.live](mailto:info@venu.live)