

PRIVACY POLICY

OUR COMMITMENT TO PRIVACY

McCormick Place/SMG values your privacy. We provide this policy (the "Privacy Policy") to explain our online information practices and the choices you can make about the way your information is collected and used when you visit mccormickplace.com, wintrustarena.com, and ariecrown.com, as well as our practices in handling your data obtained for the purpose of delivering services within the facility. This Privacy Policy is effective July, 2018.

The Privacy Policy describes how McCormick Place/SMG handles your personal information. Access to the websites operated by McCormick Place/SMG is provided subject to the policy. Please read this document carefully as use of any one of the McCormick Place/SMG Websites or the providing of personal data in any other fashion constitutes acceptance of the Privacy Policy. If you do not agree with the terms of this Privacy Policy, your ultimate choice is to not use any of the websites operated by McCormick Place/SMG or to avoid providing personal data while doing business with McCormick Place.

THE INFORMATION WE COLLECT

PERSONALLY IDENTIFIABLE INFORMATION

This policy applies to all information collected or submitted via the McCormick Place/SMG Websites. Certain pages allow you to order services, make requests, submit comments, register to receive materials or participate in promotions. The types of personally identifiable information that we may collect are:

- Name
- Address
- Email address
- Phone number
- Payment information
- Date of birth
- Financial information (if you place an order through a McCormick Place/SMG Website)
- Dietary requirements

If you are unable to provide this information, you will still be able to visit the McCormick Place/SMG Websites, however, you may not be able to register or make a purchase with the McCormick Place/SMG Websites or for services on site

We will not actively collect personally identifiable information about you unless you provide it to us voluntarily.

DATA RETENTION

We will retain your personal data in accordance with your instructions and as required by applicable law. We may also retain certain information in order to conduct audits, comply with our legal obligations (and to demonstrate compliance) and to resolve disputes. We will not retain your personal data for longer than reasonably necessary.

NAVIGATION INFORMATION

We also collect anonymous navigation information on our servers. Navigation information does not personally identify users. We use this information to help us track statistical data that allows us to make adjustments to our Websites and improve online services for our visitors. The navigation information we collect may include the following:

- The type of browser and operating system you are using;
- The address of the referring site and the website you visit when you leave one of our sites;
- The date and time of your visit;
- Your server's IP address; and
- The address of the pages you accessed while visiting the McCormick Place/SMG Websites.

PASSIVE INFORMATION COLLECTION

A "cookie" is a text file that is stored on your computer. Cookies are technically unable to read personal information that may be stored on your computer. You can disable cookies on your browser, but may not be able to access portions of certain McCormick Place/SMG Websites. Most internet browsers also allow you to erase cookies from your computer hard drive or receive a warning before a cookie is stored. Please refer to your browser instructions or help screen to learn more about these functions.

On certain McCormick Place/SMG Websites, McCormick Place/SMG uses session cookies to collect small pieces of information about those who visit the McCormick Place/SMG Websites. Session cookies are a line of text that is stored temporarily in your browser to ensure that you are recognized when you move from page to page within a McCormick Place/SMG Website and that any information you have entered is remembered. Session cookies are not stored on your computer and disappear when you close your browser. Without session cookies, items placed in a shopping cart will disappear by the time you reach the checkout.

We may use a third party traffic aggregator to compile aggregated statistics concerning the use of the McCormick Place/SMG Websites, such as the time and date of a page view.

We passively collect information to understand what areas of the McCormick Place/SMG Websites are most popular, which areas may require improvement and what technologies are being used by our visitors. This information helps us to update and improve the McCormick Place/SMG Websites. We also use this information for security purposes, to detect and to block security breaches and to provide you with a safe online environment.

Our Websites may also include marketing cookies and remarketing pixel provided by third parties. These allow third parties to collect information that you have visited our Websites and were interested in certain offers. As a result we may display targeted, or interest-based, offers to you based on the products you currently own or have recently viewed and deliver other communication more relevant to you and your interests outside of our Site, on other websites part of the third party's network.

SYSTEMS USED TO PROCESS DATA

We gather information directly from you and also via our website and other systems. These may include, for example:

- Our computer networks and connections
- Our email and instant messaging systems
- Internet facilities
- Our telephones, voicemail, mobile phone records
- Third party systems including Ticketmaster, Standard Parking

THE WAY WE USE INFORMATION

We use the information you provide when placing an order or a request only to complete that order or request. We do not share this information with outside parties except to the extent necessary to complete that order or request. We may also disclose information when we are required to do so by law, at the request of governmental organizations conducting an investigation, to verify or enforce compliance with the policies governing the McCormick Place/SMG Websites and applicable laws, to protect against misuse or unauthorized use of the McCormick Place/SMG Websites, when the safety of another individual is at risk, and in the event of sale, merger, liquidation, reorganization, assignment or other transfer of the business to which the information relates.

McCormick Place/SMG may provide aggregate statistics about our customers, sales, online traffic patterns and related information to reputable third parties, but these statistics will not include any personally identifiable information.

REASONS FOR PROCESSING

- Providing services to you
- Marketing our business and services
- Operational reasons, such as recording transactions, training and quality control
- Improving our services
- Providing customer service
- Analyzing customer feedback
- Investigating complaints
- Ensuring business policies are adhered to
- Tracking activity on our website and social media channels
- To contact you in the event any products or services you requested are unavailable
- To notify you in the event of any changes to an event or activity
- To personalize and improve your experience on our website and social media channels
- To personalize any communications to you
- Compliance with legal, regulatory and corporate governance obligations and good practice
- Gathering information as part of investigations by regulatory bodies or in connection with legal proceedings or requests

LINKS TO THIRD PARTY WEBSITES

McCormick Place/SMG Websites may contain links to third party websites, including those of our business partners and sponsors. However, we are not responsible for the privacy practices, content or operation of third party websites. We encourage you to review the privacy policies for each of these websites. Please direct any concerns regarding a third party website to the third party's site administrator or Webmaster.

You access and use third party websites, including the content, items, or services on those sites, solely at your own risk. You acknowledge and agree that McCormick Place/SMG has no responsibility or liability for the availability of such external websites or resources or for the content, advertising, products or other materials available through such sites or resources.

OUR COMMITMENT TO DATA SECURITY

McCormick Place/SMG uses industry standard practices to safeguard and secure your personally identifiable information, such as secure socket layer technology to encrypt all credit card, billing and other information you input on the McCormick Place/SMG Websites. We have also implemented appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online.

WAYS WE KEEP YOUR DATA SECURE

- Storing your personal data, in all forms, in a secure environment
- Training our staff on the importance of data protection measures
- Employing SSL (secure sockets layer) encryption on our transactional websites
- Securing our network by an advanced firewall supported by industry standard anti-virus software

OUR COMMITMENT TO CHILDREN'S PRIVACY

McCormick Place/SMG is committed to complying with the Children's Online Privacy Protection Act (15 USC 6501-6505). McCormick Place/SMG does not knowingly collect or store any personal information, about children under the age of 13 on the websites subject to this Privacy Policy. If you are under the age of 13, you are not authorized to provide personally identifying information. If a child has provided us with personally identifiable information, a parent or guardian of that child may contact us via email at mcpngeninfo@mccormickplace.com if they would like this information deleted from our records. We will use reasonable efforts to delete that child's information from our databases.

HOW TO CONTACT US AND REQUEST INFORMATION, CLARIFICATION, OR OPT OUT OF COMMUNICATIONS

If you have any questions, comments or concerns about this Privacy Policy or the information practices on the McCormick Place/SMG Websites, please contact us at:

McCormick Place/SMG
301 East Cermak Road
Chicago, IL 60601
mcpngeninfo@mccormickplace.com

If you would like to unsubscribe to any promotional emails or newsletters you receive from McCormick Place/SMG, please follow the unsubscribe options at the bottom of each email. You may also email us at mcpngeninfo@mccormickplace.com and indicate the email address that you would like removed along with the name of the newsletter from which you would like to unsubscribe. Please indicate Privacy Policy and/or Unsubscribe in the subject line for the email.

HOW YOU CAN ACCESS CORRECT OR DELETE YOUR INFORMATION

McCormick Place/SMG does not collect personally identifiable information about you unless you are prompted to do so. Information submitted via non-authenticated applications such as online surveys, promotional entries and requests for information or newsletters cannot be changed or viewed after it is submitted. However, information you provide via an authenticated application may be changed or reviewed by logging in to the McCormick Place/SMG Website using your user ID and password.

You may send us an email at mcpngeninfo@mccormickplace.com to request access to or to correct or delete any personal information that you have provided to us, as required by law.

CHANGES TO THIS PRIVACY NOTICE

McCormick Place/SMG may modify, add or remove any portion of this Privacy Policy at any time, and such changes will be posted on the McCormick Place/SMG Websites.

CHOICE OF LAW

This Privacy Policy is governed by the laws of the State of Illinois. By using the McCormick Place/SMG Websites, you agree that the laws of the State of Illinois shall apply to such use; the venue for any dispute arising out of the use of the McCormick Place/SMG Websites shall be vested in the courts of Illinois; your use shall conform to all applicable laws and regulations of the State of Illinois; and that you will not violate the rights of any third parties.