LHMSE, LLC, d/b/a Miller Sports + Entertainment – Privacy Notice

Last Updated: November 12, 2026

1. Overview

This privacy notice ("**Privacy Notice**") describes how LHMSE, LLC, d/b/a Miller Sports + Entertainment, and its subsidiaries and affiliates (collectively "**LHMSE,**" "**we**," "**our**," "**us**") (a) collects, uses, retains, shares, or otherwise processes your Personal Information (as defined below) and (b) describes your rights regarding your Personal Information and how to exercise those rights. Please read this Privacy Notice carefully to understand our policies and practices regarding your Personal Information and how we will treat it.

If you are a California, Nebraska, Texas, or Utah resident, you may have additional rights concerning your Personal Information under applicable state privacy laws. Please see our U.S. Specific Disclosure to learn more about your rights.

1.1. Modification of This Privacy Notice

This Privacy Notice may be modified from time to time. The date this Privacy Notice was "last updated" is at the top of this page. If we make a material change to this Privacy Notice, we will publish the updated Privacy Notice to: https://millerse.com/privacy-policy/. We advise you to frequently check this Privacy Notice for any changes. We may also provide notice of such changes to you in other ways, at our discretion, such as by displaying a notification banner on the homepage of our website or by emailing you at the email we have on file for you.

Your use of the Services (as defined below), and continued use of the Services following any changes to this Privacy Notice, signifies you have read and understand the terms of this Privacy Notice. If you do not agree with the terms of this Privacy Notice, your choice is to not use the Services.

1.2. When This Privacy Notice Applies

This Privacy Notice applies to Personal Information we collect from or about you when you visit, use, or interact with the services we provide to you (collectively, the "**Services**"), which include but are not limited to:

(a) Our website: www.millerse.com;

(b) Our mobile application(s);

(c) Our online communications via email, social media, or advertising;

(d) Our brick & mortar locations;

(e) Our sweepstakes, contests, and promotions; or

(f) Telephone or in-person communications and events.

This Privacy Notice also applies wherever it is linked or referenced in connection with our products and Services.

As used in this Privacy Notice, "**Personal Information**" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or their household.

1.3. When This Privacy Notice Does Not Apply

This Privacy Notice does not apply to your Personal Information if:

(a) You are our employee or independent contractor carrying out your obligations as an employee or independent contractor;

(b) You apply for a job with us;

(c) We've provided you with an alternate privacy notice at the time of collection; or

(d) You interact with third-party digital assets that are linked to or accessible from the Services.

2. Type of Personal Information Collected; Source of Personal Information

The types of Personal Information we collect about you depend on your interactions with us and on our Services. In this section, we describe the categories of Personal Information we collect, organized by the sources of this data.

By interacting with the Services, you grant us the right to use your Personal Information to enable us to provide the Services to you, to improve the Services, and other uses as stated in this Privacy Notice, in our Terms of Use, and in any ancillary agreements you may have entered into with us related to our Services. If you do not provide your Personal Information when requested, you may not be able to use our Services or certain features of our Services in whole or in part (a) if that Personal Information is necessary to provide you with our Services or such features, or (b) if we are legally required to collect the requested Personal Information.

2.1. Personal Information You Directly Provide to Us

In addition to any other categories of Personal Information we state we are collecting at the time of collection, we may also collect the following Personal Information that you provide directly to us:

(a) Personal Data. Data by which you may be personally identified such as name, address, phone number, email address, or any other data that could be used to identify you or that is associated with such identifiable data that could identify you;

(b) Demographic Data. Data that is about you but that as an individual piece of data does not specifically identify you, such as birthdate, zip code, gender, and spoken language;

(c) Communications Data. Data from your interactions with us, including when you request information about our Services, provide feedback, complete forms, or contact our customer service team. This may include your contact details, the date and time of communications, the content of your messages, and recordings of calls and chat sessions;

(d) Login Data. Data related to your account such as username, password, and security questions;

(e) Transaction Data. Data related to our Services, including movie ticket purchases (*e.g.*, film title, showtime, theater location, number of tickets, seat preferences), concession orders (*e.g.*, popcorn size, drink selection), gift card purchases and redemptions, event bookings and special screenings. We also collect information related to loyalty and subscription programs such as our movie subscription service, including plan type, subscription level, usage history, renewal preferences, and participation in limited-time promotions or partner offers. This may also include other products or services requested or provided, order details, delivery information, and amounts charged. To complete a

transaction, you may be required to provide payment and financial data such as the type of card, card number, expiration date, security code, and billing address. When you provide such data, it is processed directly by a third-party payment processor. We do not have direct access to, process, transmit, handle, or store any of your credit or debit card details;

(f) More Sensitive Data. Data that is about you and that is sensitive, including precise geolocation information;

2.2. Data Automatically Collected About You

As you navigate through and interact with our Services, we, our service providers, or other third parties may use cookies, log files, pixels tags, software development kits ("**SDKs**"), and other client-side or server-side automatic data tracking technologies ("**Automatic Tracking Technologies**") to collect certain data about your equipment, browsing actions, and patterns, including the following types of data:

(a) Device Data. Data when you interact with the Services such as technical data about your device including your IP address; unique identifiers and device type; domain, browser type, version, and language; operating system and system settings; and similar device data.

(b) Usage Data. Data about your visits to and usage of our Services including usage details (i.e., date/time/duration on a given webpage), traffic data, logs, general location and time zone based on your IP address, heat maps that show where your mouse is on a webpage, other communication data and the resources that you access and use on the Services, and navigation paths within the webpages. This data may include links clicked, webpage views, searches, features used, items viewed, or time spent on the Services.

The Automatic Tracking Technologies we may use include the following:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Services.

(c) Log Files. Log files are software-generated files containing data about the operations, activities, and usage patterns of an application, server, or IT system, such as what was

done and at what time.

(d) SDKs. An SDK (as defined in Section 2.2 above) represents a consolidated package of pre-existing code, enhancement tools, and guidance documents that can be installed and used to develop applications for a particular digital asset. SDKs allow our partners to directly extract data from our Services. The data collected has numerous applications including offering us insightful analytics about our Services' usage, enabling social media incorporation, introducing new attributes or capabilities to our Services, or assisting in tracking and enhancing the efficacy of our online advertisements.

(e) Web Beacons. Pages of our websites and mobile apps may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or for other related statistics (for example, recording the popularity of certain content and verifying system and server integrity).

2.3. Personal Information We Collect from Other Sources

We may receive the Personal Information described above from other sources such as service providers and other third parties who help us provide the Services or market our Services to you. These other sources we may receive Personal Information from include the following:

(a) Service Providers. We may use service providers to provide the Services to you or for any other purpose described in the How We Use Your Personal Information section below. These service providers have contractual obligations regarding how they are allowed to use the Personal Information we provide to them, which is limited to the purpose in which we provide it and for no other purpose.

(b) Other Third Parties. We may use other third parties to assist us with providing the Services to you or for any other purpose described in the How We Use Your Personal Information section below. These third parties may provide us data about you such as data about your interaction with our Services, marketing campaigns, or events in which we and you participate. These third parties' privacy notices govern the collection and disclosure of your Personal Information by such third party.

(c) Affiliates or Subsidiaries. Our affiliates or subsidiaries may share with us Personal Information from or about you in connection with us providing the Services to you or for

any other purpose described in the How We use Your Personal Information section below.

3. How We Use Your Personal Information

We, along with our service providers or other third parties, may use your Personal Information for the purposes described below. As part of these purposes, your Personal Information may be processed using artificial intelligence technologies. We may use your Personal Information for the following purposes:

(a) Provide and Improve our Services. To provide the Services to you, including personalizing the content, and features that match your activities, preferences, and settings on the Services and to monitor and analyze trends, usage, and activities in connection with the Services.

(b) Provide and Improve our Services and Related Products. To effectively deliver the Services and products you request, as well as to administer, present, support, maintain, and improve our products or Services.

(c) Communicate with You. To communicate with you, including when you request additional information from us, or when we contact you about your account, such as reminders about your subscription renewal or a material change to our policies that affect you, or in connection with the Services and related products you have purchased from us. Notwithstanding any other statement in this Privacy Notice, if we collect your phone number with consent to communicate with you via text messages, we will only do so for the purpose provided at the time you consented.

(d) Advertise and Market to You. To send advertising or marketing communications (including targeted advertisements) about products or services offered by us and others, and provide news and information that we believe may be of interest to you, and to analyze and enhance our marketing communications and strategies. For information about managing your marketing preferences, *see* the Your Choices About Your Personal Information section below.

(e) Provide Safety and Security. To detect and protect against malicious, deceptive, or illegal activity, including fraudulent transactions, errors, negligence, violations of any applicable terms, security incidents, and harm to the rights, property, or safety of us and our users, customers, employees, or others.

(f) Troubleshoot. To identify and debug errors that impair the existing intended functionality of our Services.

(g) Facilitate Corporate Transactions. In anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which the data held by us is among the assets transferred.

(h) Obtain Your Consent. In accordance with (i) the way we describe to you when you provide the data to us, (ii) your instruction or intentional direction, or (iii) any other way when you consent.

(i) Comply with Legal Obligations. To comply with our legal or regulatory obligations, including our tax obligations and those related to the prevention of fraud and money laundering, and those required for you to benefit from rights recognized by law, or any regulatory requirements or provisions.

In addition to the descriptions above regarding how we may use your Personal Information, we may also use it in the following ways:

- We may use that aggregated data to enhance and personalize your experience with us, for promotional purposes, testing our IT systems, research, data analysis, improving our Services, developing new products and features, and for other purposes described in this Privacy Notice. We may use, without restriction, data that is aggregated or de-identified and is maintained in a form that cannot reasonably be used to infer data about, or otherwise be linked to, a particular individual or household. We will not attempt to reidentify such data.

(j) In addition to the types of data and sources of data we describe above, we may also draw inferences or derive data about you based on other types of data we collect about you to create a profile reflecting your interest, preferences, and characteristics. We may use this data to enhance your experience on the Services, to track analytics about the usage of our Services, or to serve advertisements, including targeted advertisements to you.

4. Whom We Share Your Personal Information With & the Purpose of Disclosure

Notwithstanding any other statement in this Privacy Notice, your mobile phone number will not be shared with third parties/affiliates for their marketing/promotional purposes. In addition, as required by law, we will not share your opt-in consent to receive text messages from us, with any third parties for any purpose other than the individual and specific purpose to which you consented.

We may disclose Personal Information that we collect from you or that you provide as described in this Privacy Notice to the following categories and for the purposes set forth below:

(a) Service Providers. We disclose Personal Information to unaffiliated companies or individuals we hire or work with that perform services on our behalf, including customer support, web hosting, software developers, information technology services, database management, direct mail and email distribution. These service providers may have access to Personal Information we collect from you to perform the specific services we request from them.

(b) Other Third Parties.

(i) *Analytics and Advertising*. We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These may include but are not limited to web analytics providers, content delivery networks, cloud infrastructure services, advertising networks, social media platforms, customer engagement platforms, and marketing automation tools. These entities may use Automatic Tracking Technologies to collect data about your use of the Services, and on other third-party digital assets, including your IP address and other identifiers, web browser network information, pages viewed, time spent on pages or in mobile applications, links clicked, and conversion data. These third parties may use this data to deliver advertisements that are more relevant to you across the web and in mobile applications, to analyze and track data, determine the popularity of certain content, and better understand your online activity.

(1) The activities described above may constitute “targeted advertising,” “sharing,” or “selling” under certain laws. For information on opting out of having your data used for these purposes, please *see* the Your Choices About Your Personal Information section below.

(ii) *Affiliates / Subsidiaries*. We may disclose your Personal Information to our parent company, subsidiaries, and other companies under common ownership or control

with us for purposes consistent with this Privacy Notice.

(c) Corporate Transaction. Your Personal Information may be disclosed or transferred in anticipation of, or in connection with, a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which data held by us is among the assets transferred.

(d) Law Enforcement Authorities and Individuals Involved in Legal Proceedings. We disclose Personal Information when we believe doing so is reasonably necessary to comply with applicable law or a legal process (including an enforceable request from authorities), to respond to claims (including inquiries by you in connection with your purchases from us), enforce or apply our other policies, or to protect the rights, property, or personal safety of us, our users, employees, or others.

(e) Professional Advisors. We may disclose your Personal Information to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.

(f) Your Consent or at Your Direction. We disclose Personal Information to third parties when we have your consent or direction to do so. We may also disclose your Personal Information to third parties, such as when you expressly direct us to do so or when you use our products or Services to intentionally interact with third parties. In these cases, we disclose your Personal Information to carry out your request.

5. How We Protect Your Personal Information

We have implemented measures designed to secure your Personal Information from accidental loss and unauthorized access, use, alteration, and disclosure. The safety and security of your Personal Information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of data via the Internet is not completely secure. Although we use reasonable efforts to protect your Personal Information, we cannot guarantee the security of your data transmitted to our Services. Any transmission of data is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained in the Services.

6. Retention of your Personal Information

We may retain your Personal Information for as long as we need it to provide you with the Services. If you ask us to delete your Personal Information or if you have an account with us, and you delete your account, there may be some latency in deleting this data from our servers and back-up storage, and some data may not be completely removed from our logs and other records. In addition, we may retain this data if necessary to comply with our legal obligations, resolve disputes, or enforce our agreements.

When we process Personal Information, we determine the retention period taking into account various criteria, such as the type of Services provided to you, the nature and length of our relationship with you, the impact on our Services we provide to you if we delete some data from or about you, and mandatory retention periods provided by law.

7. Your Choices About Your Personal Information

We strive to provide you with choices regarding the Personal Information you provide to us. Below are options for your Personal Information. If you are a California resident, you may have additional rights concerning your Personal Information under applicable state privacy laws. Please *see* our U.S. Specific Disclosure to learn more about your rights.

7.1. Accessing, Correcting, and Deleting Your Data

You can review and change your Personal Information by logging on to your account and correcting the data.

If you wish to access or correct additional Personal Information that we hold about you, please contact us at the contact information listed in the How to Contact Us section below and we will try to assist you with your request.

7.2. Automatic Tracking Technologies

We and other third parties may use Automatic Tracking Technologies on the online Services. This Privacy Notice does not apply to these third-party Automatic Tracking Technologies because we do not control the data collected by them.

You may be able to block or disable Automatic Tracking Technologies on your device at any time by changing your preferences or options menus in your browser. You may also be able to reject or delete the Automatic Tracking Technologies that are stored on your device.

However, blocking, disabling, or deleting Automatic Tracking Technologies may result in some parts of the Services being inaccessible or not functioning properly.

Each browser provides different mechanisms for managing Automatic Tracking Technologies. Look at your browser's "Help" menu to determine the best way to modify your browser's Automatic Tracking Technologies storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details.

To specifically find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit: https://www.aboutcookies.org/.

The Services also use Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Services, compile reports on activity, and provide other services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. To learn more about how Google Analytics collects and processes data, you may visit http://www.google.com/policies/privacy/partners. For more information on how to opt out of Google Analytics tracking across all websites you use, visit: https://tools.google.com/dlpage/gaoptout.

(a) Targeted Advertising

We work with certain Analytics and Advertising Providers, as described in the Whom We Share Your Data With & the Purpose of Disclosure section above, and allow these Analytics and Advertising Providers through our Services to place Automatic Tracking Technologies on your browser or device to collect data about you. The data they collect may be associated with your Personal Information or they may collect data, including Personal Information, about your online activities over time and across different websites and other online services. They may use this data to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' Automatic Tracking Technologies or how they may be used.

Some of our Analytics and Advertising Providers may be members of the Network Advertising Initiative ("NAI") and/or are subject to the Self-Regulatory Principles for Online Behavioral Advertising published by the Digital Advertising Alliance ("DAA"). You can obtain more information about these companies' information-collection practices and opt out of receiving interest-based advertising from participating NAI and DAA members by going to the NAI's website at http://optout.networkadvertising.org/?c=1 or the DAA's website at

optout.aboutads.info. In addition, your mobile device settings may provide the functionality to limit our, or our partners', ability to engage in ad tracking or targeted advertising using the Google Advertising ID or Apple ID for Advertising associated with your mobile device.

If you opt out of targeted advertisements, you will still see advertisements online, but they may be less relevant to you. Please note that we may also work with companies that do not participate in the opt-out mechanisms described above. Even after using these opt-out mechanisms, you may receive targeted advertising from other companies. We do not control these third-party opt-out links and we do not control whether our advertising partners participate in these programs. We are not responsible for any choices you make using these programs or links or their continued availability or accuracy.

7.3. Our Email Marketing to You

If you do not wish to receive our marketing emails, you may unsubscribe by following the unsubscribe instructions at the bottom of the email or by contacting us through the contact information in the How to Contact Us section at the bottom of this Privacy Notice. After you unsubscribe, however, you may continue to receive product or service-related and other non-marketing emails. If you have provided more than one email address to us, you may continue to be contacted unless you request to unsubscribe each email address you have provided.

7.4. Do Not Track Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a "Do Not Track" ("**DNT**") or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked.

Please note that we do not recognize or respond to signals which your browser might transmit through the DNT feature your browser has.

8. Links to Other Third-Party Digital Assets

We may provide links to digital assets such as websites or applications of services that we do not own or operate ("**third-party digital assets**"). Those links are provided for your convenience. If you follow the link and visit those third-party digital assets, they too may collect Personal Information about you. We do not own or control any third-party digital assets, and we are not responsible for the practices employed by third-party digital assets

linked to or from our Services. We recommend that you review the privacy notices of other third-party digital assets before authorizing third-party access to your data.

9. Children Under the Age of 13

Our Services are **not** directed at or intended for children under 13 years of age. No one under the age of 13 may provide any data to or on the Services. We do not knowingly collect data from children under 13. If you are under 13, do not use or provide any data on the Services or on or through any of its features/register, or in connection with the Services. If we learn we have collected or received data from a child under 13 without verification of parental consent, we will delete that data. If you believe we might have any data from or about a child under 13, please contact us using the contact information at the How to Contact Us section below.

10. International Visitors

We are based in the United States. When we obtain Personal Information about you, we may process such Personal Information outside of the country in which you reside, including in the United States. By using the Services, you consent to the transfer to and processing of your Personal Information in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.

11. Disabilities

This Privacy Notice is available to consumers with disabilities. To access this Privacy Notice in an alternative downloadable format, you are viewing it now. The web version is available at https://millerse.com/privacy-policy/.

12. How to Contact Us

To ask questions or comment about this Privacy Notice and our practices in general, contact us at:

Physical Address	Miller Sports + Entertainment ATTN: Privacy - Guest Services 9350 S 150 E STE 600 Sandy, UT 84070
Email	privacy@millerse.com