TOMB RAIDER: THE LIVE EXPERIENCE PRIVACY POLICY

1. Introduction  
   1.1 We are committed to safeguarding the privacy of our website visitors and service users; in this policy we explain how we will handle your personal data.  
   1.2 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.  
   2. How we use your personal data  
   2.1 In this Section 3 we have set out:  
   (a) the general categories of personal data that we may process;  
   (b) in the case of personal data that we did not obtain directly from you, the source and specific categories of that data;  
   (c) the purposes for which we may process personal data; and  
   (d) the legal bases of the processing.  
   2.2 We may process data about your use of our website and services (“usage data“). The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is our analytics tracking system. This usage data may be processed for the purposes of analyzing the use of the website and services. The legal basis for this processing our legitimate interests, namely monitoring and improving our website and services.  
   2.3 We may process your account data (“account data“). The account data may include your name and email address. The source of the account data is Little Lion Entertainment (TR) (the parent companies of Tomb Raider: The LIVE Experience). The account data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is consent (in the case of marketing material) and our legitimate interests in properly administering your ability to use our services (e.g. confirmation emails).  
   2.4 We may process your information included in your personal profile on our website (“profile data“). The profile data may include your name, address, telephone number, email address, profile pictures, gender, date of birth, relationship status, interests and hobbies, educational details and employment details. The profile data may be processed for the purposes of enabling and monitoring your use of our website and services. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business.  
   2.5 We may process your personal data that are provided in the course of the use of our services (“service data“). The service data may include information provided to us from you before entering Tomb Raider: The LIVE Experience, such as purchase information, health information, and personal information (Date of birth, and full name). The source of the service data Little Lion Entertainment (TR) (parent companies of Tomb Raider: The LIVE Experience). The service data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is consent (in the case of marketing material) and or our legitimate interests in properly administering your ability to use our services (e.g. making adjustments to your experience in the attraction as necessary).  
   2.6 We may process information that you post for publication on our website or through our services (“publication data“). The publication data may be processed for the purposes of enabling such publication and administering our website and services. The legal basis for this processing is our legitimate interests, namely [the proper administration of our website and business.  
   2.7 We may process information contained in any enquiry you submit to us regarding products and/or services (“enquiry data“). The enquiry data may be processed for the purposes of offering, marketing and selling relevant products and/or services to you. The legal basis for this processing is consent (in the case of marketing material) and our legitimate interests in properly administering your ability to use our services (e.g. confirmation emails).  
   2.8 We may process information relating to transactions, including purchases of goods and services, that you enter into with us and/or through our website (“transaction data“). The transaction data may include your contact details, your card details and the transaction details. The transaction data may be processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. The legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract and our legitimate interests, namely our interest in the proper administration of our website and business.  
   2.9 We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (“notification data“). The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent.  
   2.10 We may process information contained in or relating to any communication that you send to us (“correspondence data“). The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with user.  
   2.11 We may process any of your personal data identified in the other provisions of this policy where necessary for the establishment, exercise, or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.  
   2.12 In addition to the specific purposes for which we may process your personal data set out in this Section 3, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.  
   2.13 Please do not supply any other person’s personal data to us, unless we prompt you to do so.  
   3. Providing your personal data to others  
   3.1 We may disclose your personal data to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes set out in this policy.  
   3.2 We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining and maintaining insurance coverage, managing risks, obtaining professional advice and managing legal disputes.  
   3.3 We may disclose Personal data, Usage data, transactional data, service data and notification data to our suppliers or subcontractors insofar as reasonably necessary for the purpose our legitimate interests, namely the proper administration of our website and business, communications and marketing with user; these include suppliers include Engage Digital, World Pay, Sage Pay, Gateway Ticketing, Eventim, Cog, MogMachine, Fresh Desk, Avius, Activity Stream, Trip Advisor, Facebook, Instagram, Twitter.  
   3.4 Financial transactions relating to our website and services are handled by our payment services providers World Pay & Eventim. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers’ privacy policies and practices at https://www.worldpay.com/uk/privacy-policy.  
   3.5 We may disclose your enquiry data to one or more of those selected third party suppliers of goods and services identified on our website for the purpose of enabling them to contact you so that they can offer, market and sell to you relevant goods and/or services. Each such third party will act as a data controller in relation to the enquiry data that we supply to it; and upon contacting you, each such third party will supply to you a copy of its own privacy policy, which will govern that third party’s use of your personal data.  
   3.6 In addition to the specific disclosures of personal data set out in this Section 4, we may also disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.  
   4. International transfers of your personal data  
   4.1 In this Section 5, we provide information about the circumstances in which your personal data may be transferred to countries outside the European Economic Area (EEA).  
   4.2 We and our other group companies have offices and facilities in the UK. The European Commission has made an “adequacy decision” with respect to the data protection laws of each of these countries. Transfers to each of these countries will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission.  
   4.3 The hosting facilities for our website are situated in the United Kingdom. The European Commission has made an “adequacy decision” with respect to the data protection laws of each of these countries. Transfers will be protected by appropriate safeguards, namely [he use of standard data protection clauses adopted or approved by the European Commission.  
   4.3.1 The hosting provider for https://www.tombraiderlive.co.uk/ is Fancy Chap, Inc. d/b/a Flywheel, a Delaware corporation, with the registered office: Fancy Chap, Inc. 1111 N. 13th St #208 Omaha, NE 68102. Traffic is routed through CouldFlare technology partner.  
   4.3.1.1 The Internet presence of this company is provided by the technology partner CloudFlare Inc., based in the USA. All data passed to or from this website pass through the worldwide network of CloudFlare, Inc. The data is buffered, accesses are logged. Hereby, the nearest data center is regularly used. CloudFlare also operates data centres outside the European Union. According to CloudFlare, the cached data are basically deleted within 4 hours, but at the latest after three days. For more information, see CloudFlare’s Privacy Statement at: https://www.cloudflare.com/security-policy/  
   4.4 You acknowledge that personal data that you submit for publication through our website or services may be available, via the internet, around the world. We cannot prevent the use (or misuse) of such personal data by others.  
   5. Retaining and deleting personal data  
   5.1 This Section 6 sets out our data retention policies and procedures, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.  
   5.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.  
   5.3 We will retain and delete your personal data as follows:  
   (a) personal data category will be retained for four years from the date we received consensual or contractual permission. At the end of this period it will be deleted from our systems unless the data subject has chosen for us to retain their information for a long period.  
   (b) All Data Subjects will be contacted via email once every 12 months after sign up to ask for re-consent of the usage and validity of their data that we hold.  
   5.4 In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on the following criteria:  
   (a) the period of retention of transactional data will be determined based on date of visit to the experience.  
   5.5 Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.  
   6. Amendments  
   6.1 We may update this policy from time to time by publishing a new version on our website.  
   6.2 You should check this page occasionally to ensure you are happy with any changes to this policy.  
   6.3 We may notify you of changes to this policy by email.  
   7. Your rights  
   7.1 You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to:  
   (a) the supply of appropriate evidence of your identity for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address.  
   7.2 We may withhold personal information that you request to the extent permitted by law.  
   7.3 You may instruct us at any time not to process your personal information for marketing purposes by opting out of email campaigns or by emailing us on marketing@littlelionentertainment.com   
   7.4 In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.  
   8. Your rights  
   8.1 In this Section 8, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.  
   8.2 Your principal rights under data protection law are:  
   (a) the right to access;  
   (b) the right to rectification;  
   (c) the right to erasure;  
   (d) the right to restrict processing;  
   (e) the right to object to processing;  
   (f) the right to data portability;  
   (g) the right to complain to a supervisory authority; and  
   (h) the right to withdraw consent.  
   8.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee. You can access your personal data by emailing marketing@littlelionentertainment.com .  
   8.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.  
   8.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are certain general exclusions of the right to erasure. Those general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.  
   8.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.  
   8.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.  
   8.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose. To exercise this right you must email us at marketing@littlelionentertainment.com .  
   8.9 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest. To exercise this right you must email us at marketing@littlelionentertainment.com .  
   8.10 To the extent that the legal basis for our processing of your personal data is consent, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.  
   8.11 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.  
   8.12 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.  
   8.13 You may exercise any of your rights in relation to your personal data by written notice to us OR by emailing us at marketing@littlelionentertainment.com , in addition to the other methods specified in this Section 8.  
   9. About cookies  
   9.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.  
   9.2 Cookies may be either “persistent” cookies or “session” cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.  
   9.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.  
   10. Cookies that we use  
   10.1 We use cookies for the following purposes:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cookie | Domain | Type | Description | Duration | |
| personalization\_id | .[twitter.com](http://twitter.com) | Advertisement | Twitter sets this cookie to integrate and share features for social media and also store information about how the user uses the website, for tracking and targeting. | 2 Years. | |
| fr | .[facebook.com](http://facebook.com) | Advertisement | Facebook sets this cookie to show relevant advertisements to users by tracking user behaviour across the web, on sites that have Facebook pixel or Facebook social plugin. | 3 Months. | |
| \_gcl\_au | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services. | 3 Months. | |
| \_ga\_25EMBBYC2P | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | This cookie is installed by Google Analytics. | 2 Years. | |
| \_ga | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | The \_ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors. | 2 Years. | |
| \_gid | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | Installed by Google Analytics, \_gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously. | 1 Year. | |
| \_gat\_UA-212433959-1 | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | A variation of the \_gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to. | 1 Minute | |
| \_gat\_gtag\_UA\_212433959\_1 | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | Set by Google to distinguish users. | 1 Minute | |
| \_ga\_0RR6X18QJF | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | This cookie is installed by Google Analytics. | 2 Years | |
| \_hjTLDTest | .[tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Analytics | To determine the most generic cookie path that has to be used instead of the page hostname, Hotjar sets the \_hjTLDTest cookie to store different URL substring alternatives until it fails. | Session | |
| \_\_cf\_bm | .[fonts.net](http://fonts.net) | Functional | This cookie, set by Cloudflare, is used to support Cloudflare Bot Management. | 30 Minutes | |
| \_\_RequestVerificationToken | [www.tombraiderlive.co.uk](http://www.tombraiderlive.co.uk) | Necessary | This cookie is set by web application built in [ASP.NET](http://ASP.NET) MVC Technologies. This is an anti-forgery cookie used for preventing cross site request forgery attacks. | Session | |
| ARRAffinity | [www.tombraiderlive.co.uk](http://www.tombraiderlive.co.uk) | Necessary | ARRAffinity cookie is set by Azure app service, and allows the service to choose the right instance established by a user to deliver subsequent requests made by that user | Session | |
| ARRAffinitySameSite | [www.tombraiderlive.co.uk](http://www.tombraiderlive.co.uk) | Necessary | This cookie is set by Windows Azure cloud, and is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session. | Session | |
| muc\_ads | .[t.co](http://t.co) | Other | No description available. | 2 Years | |
| loglevel | [tombraiderlive.co.uk](http://tombraiderlive.co.uk) | Other | No description available. | | Never | |

(a) authentication – we use cookies to identify you when you visit our website and as you navigate our website cookies used for this purpose are:  
1P\_JAR  
.google.com  
AID  
.google.com  
APISID  
.google.com  
CONSENT  
.google.com  
HSID  
.google.com  
NID  
.google.com  
SAPISID  
.google.com  
SID  
.google.com  
SIDCC  
.google.com  
SSID  
.google.com  
(b) status – we use cookies to help us to determine if you are logged into our website cookies used for this purpose are:  
CSE74be517b8a7347a2885407857b20a507  
.tombraiderlive.co.uk  
\_\_cfduid  
.tombraiderlive.co.uk  
\_ga  
.tombraiderlive.co.uk  
\_gat\_UA-69355368-1  
.tombraiderlive.co.uk/  
\_gid  
.tombraider.co.uk  
iSiteVisitor  
.tombraider.co.uk   
act  
.facebook.com  
c\_user  
.facebook.com  
datr  
.facebook.com  
dpr  
.facebook.com  
fr  
.facebook.com  
pl  
.facebook.com  
presence  
.facebook.com  
sb  
.facebook.com  
wd  
.facebook.com  
xs  
.facebook.com  
ups  
s7.addthis.com  
(c) security – we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally cookies used for this purpose are:  
visid\_incap\_1366552  
.tombraiderlive.co.uk  
visid\_incap\_1436876  
.tombraiderlive.co.uk  
visid\_incap\_1446225  
.tombraiderlive.co.uk  
(d) advertising – we use cookies to help us to display advertisements that will be relevant to you cookies used for this purpose are:  
anj  
.adnxs.com  
icu  
.adnxs.com  
sess  
.adnxs.com  
uuid2  
.adnxs.com  
DSID  
.doubleclick.net  
IDE  
.doubleclick.net  
AID  
.googleadservices.com  
(e) analysis – we use cookies to help us to analyse the use and performance of our website and services cookies used for this purpose are:  
\_conv\_v  
.addthis.com  
\_ga  
.addthis.com  
fs\_uid  
.addthis.com  
loc  
.addthis.com  
mus  
.addthis.com  
na\_tc  
.addthis.com  
notice\_preferences  
.addthis.com  
ssc  
.addthis.com  
ssh  
.addthis.com  
sshs  
.addthis.com  
uid  
.addthis.com  
uvc  
.addthis.com  
\_\_hstc  
.hotjar.com  
\_ga  
.hotjar.com  
hubspotutk  
.hotjar.com  
intercom-id-c5ke8zbr  
.hotjar.com  
mp\_hj\_mixpanel  
.hotjar.com  
optimizelyBuckets  
.hotjar.com  
optimizelyEndUserId  
.hotjar.com  
optimizelySegments  
.hotjar.com  
OTZ  
www.google.com  
\_ga  
www.google.com  
\_gmb\_ga\_test  
www.google.com  
\_\_atuvc  
tombraiderlive.co.uk  
\_\_atuvs  
tombraiderlive.co.uk  
\_hjIncludedInSample  
tombraiderlive.co.uk  
and  
(f) cookie consent – we use cookies to store your preferences in relation to the use of cookies more generally cookies used for this purpose are:  
catAccCookies  
tombraiderlive.co.uk  
tombraider\_cookies  
tombraiderlive.co.uk  
pum-2205  
tombraiderlive.co.uk  
11. Cookies used by our service providers  
11.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.  
11.2 We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google’s privacy policy is available at: https://www.google.com/policies/privacy/.  
12. Managing cookies  
12.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:  
(a) https://support.google.com/chrome/answer/95647?hl=en (Chrome);  
(b) https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences (Firefox);  
(c) http://www.opera.com/help/tutorials/security/cookies/ (Opera);  
(d) https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies (Internet Explorer);  
(e) https://support.apple.com/kb/PH21411 (Safari); and  
(f) https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy (Edge).  
12.2 Blocking all cookies will have a negative impact upon the usability of many websites.  
12.3 If you block cookies, you will not be able to use all the features on our website.  
13. Our details  
13.1 This website is owned and operated by Little Lion Entertainment (TR) (parent company of Tomb Raider: The LIVE Experience).  
13.2 We are registered in England and Wales under registration number 13466890, and our registered office is at Little Lion Entertainment (TR), Tomb Raider: The LIVE Experience, First Floor, 53 Greek Street, London, W1D 3DR  
13.3 Our principal place of business is at Little Lion Entertainment, Tomb Raider: The LIVE Experience, Lower Basement and Upper Basement Atrium Building, Stables Market, Camden, London, NW1 8AH.  
13.4 You can contact us:  
(a) by post using, Little Lion Entertainment, Tomb Raider: The LIVE Experience, Lower Basement and Upper Basement Atrium Building, Stables Market, Camden, London, NW1 8AH.  
  
(b) by telephone, on 0161 791 0727 9-5pm Monday to Friday 9am-5pm or  
(d) by email, using marketing@littlelionentertainment.com