

Privacy Policy

Effective from & last updated on 05 November 2025

General

Big Tree Entertainment Private Limited (“Bookmyshow” / “We” / “Our” / “us”), deeply value and respect your privacy and recognize the importance of safeguarding all your personal information: such as your name, contact details, financial data, and other personally identifiable data. We want you to know that we are committed to following the highest standards when it comes to handling your data responsibly. The term Bookmyshow includes its subsidiaries and affiliated entities and this Privacy Policy shall be applicable to all website of our subsidiaries and affiliated entities.

For the purpose of this Privacy Policy herein, wherever the context so requires the term, “you”, “your”, or “user”, shall mean any person who visits, browses, uses or accesses the website, the platform/mobile application, or avail any of our services.

Scope

We clarify that by clicking on ‘I agree’ option at the time of signing up on the website and/or registration page for an account with Bookmyshow, you agree to this Privacy Policy and you provide your informed explicit consent to the collection, use, disclosure, share, and retention of your personal information as described here.

In case you do not agree to the provisions of this Privacy Policy, without any limitation or exclusions, you must refrain from accessing or using the website / platforms in any manner. *(Note: In general, you can visit our website without telling us who you are or revealing any personal information about yourself. We track the internet address of the domains from which people visit us and analyze this data for trends and statistics, but the individual user details remains anonymous.)*

The Privacy Policy shall constitute the entire legally and binding agreement between you and Bookmyshow in connection with your access, usage, visit or use of the website / platform for availing the services, in any manner. You are requested to read this Privacy Policy carefully before accepting the same and moving forward to using and accessing the Platform or availing any of the services.

You also agree and authorize Bookmyshow to collect, transfer and share your personal data (including sensitive personal information) with our third party partners or service providers for the purposes as specifically set out in this Privacy Policy.

Bookmyshow is committed to collecting and using your personal data only with your clear and informed consent and in compliance with all the applicable laws. Before we collect any personal information, we will ask for your explicit permission through affirmative actions—such as ticking a box, clicking an "I Agree" button, or similar means that clearly indicate your consent on login page / registration page.

This Privacy Policy shall be in compliance with all the applicable laws as may be notified by the Government from time to time.

Rights of Users

- User may request to Bookmyshow for: (i) a summary of the personal data being processed and the related processing activities undertaken by us; (ii) the identities of all third parties with

whom their personal information is shared, together with a description of the personal data so shared; and (iii) any other information pertaining to their personal information.

- Right to correction, completion, updating, erasure of personal data and withdrawal of consent for which you have previously given consent, unless retention of the same is required under any applicable law for the time being in force.
- You have the right, at any time, to withdraw your consent provided to us, and processing of your information, or to the transfer of your personal data, and we shall not use your data, unless required under applicable law.
- Submit a complaint to our Grievance Officer / Data Protection Officer regarding any concerns related to your personal data.
- You can nominate another individual to exercise your rights in the event of your death or incapacity. For the purposes of this section, the expression “incapacity” means inability to exercise your rights provided under applicable or this Privacy Policy due to unsoundness of mind or infirmity of body.

You can write to us at: dpo@bookmyshow.com for exercising any of the above rights or click on the ‘unsubscribe’ available on the website / mobile application.

Duties of Users

- Comply with the all provisions of law while exercising rights under this Privacy Policy.
- Do not impersonate another person while providing her personal data for a specified purpose.
- Ensure not to suppress any material information while providing his/her personal data for any document, unique identifier, proof of identity or proof of address issued by the State or any of its instrumentalities;
- Ensure not to register a false or frivolous grievance or complaint with us or with any regulatory body; and
- Furnish only such information as is verifiably authentic, while exercising the right to correction or erasure under the provisions of applicable laws.

Note for child/minors (below 18 years of age) or persons with disability accessing the website / mobile application

A transaction on Bookmyshow is to be conducted by persons above the age of 18 years only. If you are under 18 years of age, you are not allowed to make a transaction on Bookmyshow. It is the duty of the legal guardians of all persons below 18 years of age to ensure that their wards do not make a transaction without their supervision on Bookmyshow.

We are committed to comply with all the applicable statutes to protect the personal data of the child / person with disability. We only collect data of your children / person with disability, once valid consent from your parents / legal guardian is in place. We do not knowingly collect Personal Information from children under the age of 18, who will register with us without their parent’s or legal guardian’s consent.

If a user identifies him or herself as a child under the age of 18, we will not collect, store or use any Personal Information, in case consent of his/her Parents or legal guardian is not provided. If we receive Personal Information and we discover the data was provided by a child under the age of 18, without his parent’s consent, we will promptly destroy such information.

While we prohibit registration by children under the age of 18, parents should, in such scenarios of children under the age of 18, supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address, and other personal details without parental permission. The term “parents” also includes legal guardians. If you are a parent or legal guardian who believes that your child has provided us with any

Personal Information without their consent, then you can reach to us at: helpdesk@bookmyshow.com and dpo@bookmyshow.com.

We adopt and implement appropriate technical and organizational measures to ensure that verifiable consent of the parent or lawful guardian is obtained prior to the collection, use, storage, or any other processing of a child's personal data.

We shall exercise due diligence (on best efforts basis) to verify that the individual providing such consent and identifying themselves as the parent or lawful guardian is an adult, and that such consent is valid and authentic. Such measures may include, without limitation, the use of age verification mechanisms, identity authentication processes, and any other reasonable procedures necessary to establish the verifiability of parental consent in accordance with applicable laws and regulations.

We do not engage in or undertake tracking or behavioural monitoring of children or targeted advertising directed at children.

How/When we collect your personal data

We may collect your personal information when:

- you create an account with us and explicitly consenting us to share, retain, and use your personal information;
- use of any of our services (including services provided in collaboration with our partners);
- participate in contests, surveys, polls, and marketing activity, either by us or in joint collaboration with third parties;
- apply for a job, or otherwise participate in activities we promote that might require information about you;
- complete contact forms or request newsletters or other information from us (ex: email);
- using cookies;
- Reviews, comments, photographs, ratings, lists, and preferences;
- By making any reservations for the events or activities, or show interest in ticket and seating preferences, attendance confirmations, and feedback for any event or cinema;
- Communication with event organizers or venues through our platform; or
- Search terms and results you click on, Duration and frequency of your use, or Features and advertisements you interact with.
- any other purpose as may be prescribed by law from time to time for which you have voluntarily provided your personal information.

Information we may collect:

- Personal Information: Your full name, email address, time zone, search items, preferences (language and password), gender, mobile phone number and personally identifiable information.

When we ask you to fill in your personal data to give you access to any functionality or service of the website, we will mark certain fields as compulsory, since this is information that we need to be able to provide the service or give you access to the functionality in question. Please consider that, if you decide not to make such data available to us, you may be unable to complete your user registration or may not be able to enjoy those services or functionalities specifically.

- We may record and store communications made through our platform, including:
 - (i) Messages exchanged between you, other users, or merchants;
 - (ii) Participation in surveys, polls, contests, or promotional events
 - (iii) Requests for features such as newsletters or updates
 - (iv) Job-related communications through the services

- (v) Customer service interactions and grievance redressal correspondence
 - (vi) If you send or receive messages (including SMS), we may store relevant details such as your phone number, carrier information, and message timestamps. Some carriers may charge for received texts.
- **Transactional Information:** If you make reservations or purchases through our services, we may collect and store information about you to process your requests and automatically complete forms for future transactions, including (but not limited to) your phone number, address, email, billing information and credit or payment card information. This information may be shared with third-parties which assist in processing and fulfilling your requests, including PCI compliant payment gateway processors. When you submit credit or payment card information, we encrypt the information using industry standard technologies, as further described below under "Payment Card Information." We may share this information with trusted third parties who help process or fulfill your requests. If you post reviews about businesses you have interacted with, we may publicly display information confirming that you made a transaction with them.
 - **Image and Video Data:** For safety and operational purposes, we may record video or capture images through CCTV systems at our event venues. We may also take photographs or videos during events for documentation or promotional use. This may include identifiable details such as your image or vehicle information.
 - **Contact information:** If you use a feature that requires uploading your contact list, we may collect and process the names and phone numbers stored on your device. By providing this information, you confirm that you have obtained the necessary consent from those contacts and agree to allow us to use it as described in this policy. You also agree to indemnify Bookmyshow against any claims arising from the sharing of such information without consent.

How we use/process your personal information

We may use / process your personal information or share it with our third party partners / services, all the personal information collected from you for the following purposes:

- creating or maintaining your account or profile with us;
- track your activity on Bookmyshow website / mobile application;
- verifying and carrying out financial transactions on our website/mobile application;
- carrying out research and analysis on our users' demographics and behavior;
- to personalize any communications we (or third parties, where appropriate) may send you or to provide you with information, products or services that you have requested from us (or third parties, where appropriate) or to enable third parties and its authorized licensee to: (a) collect, store and combine the said information; (b) analyze, process, publish, the said information and use the same to send marketing and promotional materials, information, newsletters, offers, and advertisements, send customized materials and advertisements based on preferences; and (c) for research and social welfare purposes and related messaging;
- to enhance user experience and provide customer support we may collect the following information:
 - a) browser type;
 - b) IP address;
 - c) your language preference;
 - d) cookies and the ID and location of your device;
 - e) the state or country from which you accessed Bookmyshow;

- f) the pages/videos you view;
- g) length of time spent on pages/videos;
- h) the services you use and the manner in which you use such services (e.g., the content you access, view, click on, search for, transact etc.);
- i) the date and time of your visit;
- j) metadata, logs files, error logs;
- k) other geographic and demographic information;
- l) other hardware and software information; and
- m) which pop up or push messages you might have seen and responded to

- determining your eligibility for offers or features of Bookmyshow;
- enforcing our terms of use and notify you about changes to our services;
- communicating with you in relation to your account and updates;
- administering competitions, promotions or other engagements.
- process and respond to your queries
- organization doing data processing activities on our behalf, these may include, for example, payment processing organizations, delivery organizations, fraud prevention and screening and credit risk management companies, and mailing houses.
- job postings if subscribed.
- to notify you about changes to our service.
- We as an intermediary are responsible to facilitate a transaction between you and the ultimate event organizer, cinema theatre and/or other entertainment provider so as to enable you to book a ticket for an entertainment event, movie, sport etc. For us to be able to facilitate this transaction and otherwise fulfil our contractual arrangements with these ultimate entertainment providers, we may have to share your personal data with them so that they are able to verify the accuracy of the information you have share with us while issuing your valid entry/ticket, to provide you with services and benefits that you may be entitled to and to conduct their own analysis.
- any other legitimate use as may be notified by applicable law / regulatory authority from time to time and for which you have provided your explicit consent.

Note: Any information shared with such third party through our services is subject to such third party's own privacy practices and policies. They may use this information for their own purposes, including service fulfilment, customer management, analytics, and potentially marketing (subject to their independent compliance with applicable laws). Bookmyshow has no control over, and assumes no responsibility or liability for, how such third party collects, uses, or shares the information provided to them. We strongly encourage you to review the privacy policy of any such third party before you interact with them directly or transact with through our services.

Note: The computer data we may collect for analysis and evaluation in order to help us improve Bookmyshow, the services we provide and to enhance your experience by providing you with better services and benefits that you shall be entitled to. To the extent that such computer data is maintained in a manner that identifies your name or contact information, it will be treated as personal data; otherwise, such computer data will be treated as non-personal data.

Links to third party website on our platform / website

Bookmyshow and its services may contain links to third-party websites, including identity verification and social networking websites. Your use of these features may result in the collection or sharing of information about you, depending on the feature. Please be aware that we are not responsible for the content or privacy practices of other websites or services to which we link. We do not endorse or make any representations about third-party websites or services. The personal data you choose to provide to or that is collected by these third parties is not covered by our Privacy Policy. We strongly encourage

you to review such third-party provider's privacy policy and your privacy settings on that platform to understand what information they share and how to manage it.

Sharing of your data with third parties

We may share your personal data with following third parties:

- To our subsidiaries and/or affiliated entities who is under our common ownership or control.
- To an actual or potential buyer or a scheme of compromise or arrangement or merger or amalgamation or a reconstruction by way of demerger or otherwise of a company, or transfer of undertaking of one or more company to another company, or involving division of one or more companies, approved by a court or tribunal or other authority competent to do so by any law for the time being in force.
- We offer several services in association with third party partners (*like event organizers, cinema, artist, artist agency, partnered music labels, partner sending emails, messages or tele-call to inform you about our products that may be of interest to you, push notifications to your mobile device on our behalf, provide voice recognition services to process your spoken queries and questions, help us analyse use of our services, and process and collect payments, etc., to facilitate a seamless user experience, etc.*). For availing or enabling the availability of such services, any data you provide and/or share with us, we may share it with such third parties partners. Usage of this data by such third party will be subject to them: (i) complying with all data protection laws (including Digital Personal Data Protection Act, 2023 and rules notified therein), (ii) maintaining necessary safety standards and security protocols as per law, (iii) signing of data protection agreement with us; and (iv) complying with our security policies.
- Investigation officers and/or regulators to investigate and address threats or potential threats to the safety of any person, to investigate and address violations of this Privacy Policy, or to investigate and address violations of the rights of third parties and/or to protect the rights, property and safety of Bookmyshow, our employees, our subsidiaries, our affiliated entities, and users.
- Internal and external audit teams and various stakeholders across our ecosystem, including affiliated entities, payment gateways, banks and other financial entities for fraud detection, prevention, mitigation, auditing and assurance purposes.
- Financial service providers such as companies engaged in banking/payments/facilitating financial transactions.
- To central, state and local government / regulatory authorities.
- to comply with any legal process / judicial order whether local or foreign or to respond to requests from public and government authorities, including public and government authorities outside your country of residence.
- For ascertaining the financial information and assets and liabilities of a user, subject to such processing being in accordance with the provisions regarding disclosure of information or data in any other law for the time being in force.
- For enforcing our rights, property and privacy and/or that of our affiliates, you or others;

Note 1: Your Personal Information will not be disclosed by us to third parties without your consent for marketing or promotional purposes, save for, our internal purposes of marketing and promoting including to our affiliated and/or group companies.

Note 2: Any information as may be shared with such third party through our services is subject to them: (i) complying with all data protection laws (including Digital Personal Data Protection Act, 2023 and rules notified therein), (ii) maintaining necessary safety standards and security protocols as per law, (iii) signing necessary agreement including data protection agreement with us; (iv) complying with our security policies and (v) your explicit consent for sharing your data with such specific third party. Your use of such third party service and usage of your data by such third party's shall be governed by privacy policy of such third party. They may use this information for their own purposes, including service fulfilment, marketing, customer management, promotion, analytics, and potentially marketing (subject to their independent compliance with applicable laws). Bookmyshow has no control over, and assumes

no responsibility or liability for, how such third party collects, uses, or shares the information provided to them. We strongly encourage you to review the privacy policy of any such third party before you interact with them directly or transact with through our services.

If any disclosure of your personal data involves transfer outside of India, we will ensure that such transfer complies with applicable Indian laws and that the receiving jurisdiction ensures protection comparable to Indian law.

In sharing your personal data with such parties, we will reasonably endeavour to ensure that the third parties and our affiliates keep your personal data secure from unauthorised access, collection, use, disclosure, or similar risks and retain your personal data only for as long as they need your personal data to achieve the abovementioned purposes and such usage shall be strictly in accordance with DPDP.

Security measures

We have implemented reasonable security arrangements including physical, administrative, technical, and electronic security measures to protect against the loss, misuse, and alteration of your personal data.

We are PCI DSS certified which means that the data you submit to us is secure and protected against loss or theft in accordance with the globally accepted data security standards. Despite our best efforts, however, no security measures are perfect or impenetrable. In the event where you believe your privacy has been breached, then you can reach out to us at: helpdesk@bookmyshow.com and dpo@bookmyshow.com.

It is your responsibility to protect any passwords you require to access your account, on Bookmyshow. Please use unique numbers, letters and special characters, and do not share your password with anyone. If you do share your password with others, you will be responsible for all actions taken in the name of your account and the consequences. If you lose control of your password, you may lose substantial control over your personal data and other information submitted to us. You could also be subject to legally binding actions taken on your behalf. Therefore, if your password has been compromised for any reason or if you have grounds to believe that your password has been compromised, you should immediately contact us and change your password.

You undertake to treat your password and other confidential information in relation to the use of Bookmyshow and its services confidentially, and we disclaim any liability arising from your failure to do so.

Some of our web pages use "cookies" so that we can better serve you with customized information when you return to our site. Cookies are identifiers which a web site can send to your browser to keep on your computer to facilitate your next visit to our site. You can set your browser to notify you when you are sent a cookie, giving you the option to decide whether or not to accept it. The information we collect and analyse is used to improve our service to you. Please note, if you refuse cookies this may mean that you can't use some of the additional features of our website and may not be able to access certain parts of the website.

Right to withdraw consent

You have the right, at any time, to withdraw your consent to Bookmyshow towards processing of your information, or to the transfer of your personal data.

You can write to us at: helpdesk@bookmyshow.com and dpo@bookmyshow.com, or you can click the unsubscribe link in the footer of any marketing email we send to you.

Where you have previously used your account credentials to register with Bookmyshow and consented to certain data being shared with us; to stop your social media or streaming accounts sharing any more

information with us, you will need to change your data-sharing preferences in the account section of each relevant platform.

Withdrawal of consent will not affect the legitimacy of the data processing based on consent given prior to the withdrawal. Please note that if you choose not to provide the Information we request, you can still visit Bookmyshow, but you may not be able to access certain options, offers and services. Bookmyshow reserves all legal rights and remedies in such an event.

Period of retention of your data

Your personal information which we collect will be retained for a period necessary to attain the specified purposes, unless you request us earlier to delete your personal information. We will erase your personal data upon you withdrawing the consent within a reasonable period of time in compliance with applicable law.

Further, we shall as soon as it is reasonable to assume that the specified purpose is no longer being fulfilled, erase the personal data, unless there is any obligation under the laws of India to store the data for a certain time period.

We shall ensure that all third-parties with whom your data may be shared for processing, erase any personal data.

Modification to this Privacy Policy

We reserve the right to modify or update this Privacy Policy at our sole discretion or as required under applicable law from time to time. We will give you prior notice on your registered email, or intimate you on the mobile application, in case of any change in the Privacy Policy. Any such changes shall take effect immediately, unless otherwise specified. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your personal information.

In no event shall we, or our employees, partners or customers be liable to you or any third party for any special, incidental, indirect, consequential or punitive damages whatsoever, including those resulting from loss of use, data or profits, whether or not foreseeable or whether or not we have been advised of the possibility of such damages, or based on any theory of liability, including breach of contract or warranty, negligence or other tortious action, or any other claim arising out of or in connection with your use of or access of the Platform; availing services. The limitations and exclusions in this section apply to the maximum extent permitted by applicable law. We shall accept no liability for any loss or damage suffered due to the user's reliance on the clients' reviews/testimonials. The user understands and agrees that: (i) Bookmyshow is not involved in providing any other services except for the services defined herein. The platform is not liable for interaction, communication, dealing and transaction between the user and any third party who is not an affiliate of Bookmyshow.

Bookmyshow shall not be liable for any content/information posted, transmitted, exchanged or received by or on behalf of any user or another person on or through us and any unauthorized access to or alteration of your transmission or data. Bookmyshow and its affiliates, shall not be responsible for any inaccurate/ incorrect information provided by the User on the website / platform. User releases Bookmyshow from any and all liabilities, losses, claims and damages that may arise out of or in connection with the disclaimers as mentioned under these Terms and further agrees to hold harmless and indemnify Bookmyshow in this regard.

Disclaimer

You acknowledge that by using the website / platform, you understand and agree to assume the risks involved in your usage of platform. You acknowledge that no security system is impenetrable and therefore, we do not guarantee, in whatsoever manner, the security of the database; and user Information you provide to us, you do so at your own risk. We do not take responsibility and disclaims all liability, in whatsoever manner, towards the manner or purpose of collection, storage, disclosure and safeguards ensured in relation to the information collected by the users, by means other than that of website / platform. We do not guarantee that User information will not be intercepted while being transmitted over the internet or any other modes of wireless communication. We endeavor to keep the user Information secure, however, we do not guarantee protection against accidental disclosure or unauthorized acts by third-parties.

Customer Experience Grievance Officer Details

At Bookmyshow, your ticketing experience is of utmost importance to us. Our team is always on their toes with one goal and that is delighting our customers. We are committed to give our best shot at resolving your concern. In any way, if you feel that we can do more to live upto your expectations then that would be an opportunity for us. Here are all the platforms through which you can easily get in touch with us.

Level 1: Our customer experience force is at your service 24/7, 365 days via the support page. You can live chat with us.

Level 2: If you do not get a reply from our customer experience team then you can write to us at: escalations@bookmyshow.com and our team will revert to you within 2 days.

Level 3: If you are yet to receive an answer you can contact our Grievance Officer - Nivedita Poonekar (Sr. Manager Customer Experience) or Data Protection Officer by writing them at: allears@bookmyshow.com and dpo@bookmyshow.com. Upon receipt of your email, we shall endeavour to respond within 24 hours.

Level 4: In the unlikely event that your concern remains unresolved, you can take it up with our Nodal Officer by writing to nodalofficer@bookmyshow.com.

For the purposes of the compliance with Digital Personal Data Protection Act, 2023, our Customer Grievance Officer is also our Data Protection Officer (DPO).

If you are in the European Union, you can choose to instead lodge a complaint with your local Data Protection Authority (DPA).

Our registered office addresses: Gr. Floor, Wajeda House, Gulmohar Cross Rd. No. 7, Juhu Scheme, Andheri West, Mumbai – 400049.

Governing Law, And Jurisdiction

These Privacy Policy will be governed by and construed under the laws of India (without reference to rules of conflict of laws thereof). Subject to the arbitration mentioned below under the courts of competent jurisdiction at Mumbai, India shall have exclusive jurisdiction.