



Red Carpet Rewards

Privacy Policy

Effective Date: January 1, 2026 · Last Updated: March 27, 2026

Welcome to **Red Carpet Rewards**, a loyalty rewards application. Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you use our mobile application. By using Red Carpet Rewards, you agree to the practices described in this policy.

1

Information We Collect

To provide and improve our loyalty rewards services, we may collect the following types of information:

Account & Profile Information

- Name and contact information (e.g., email address, phone number)
- Date of birth (for age verification purposes)
- Username and password
- Profile preferences and settings

Rewards & Activity Data

- Points balance and rewards transaction history
- Check-ins and visit history at participating locations
- Redeemed offers, promotions, and coupons

Device & Technical Information

- Device type, operating system, and app version
 - App usage data and crash reports (for performance improvement)
 - General location data (e.g., city/region), only if you grant permission
-

2

How We Use Your Information

We use the information we collect solely to operate and improve the Red Carpet Rewards experience. Specifically, we use your data to:

- Create and manage your rewards account
 - Track, calculate, and display your loyalty points and rewards
 - Send you notifications about offers, promotions, or account activity (only if opted in)
 - Verify your eligibility and identity for participation in the program
 - Improve app performance, features, and overall user experience
 - Respond to your customer support inquiries
 - Comply with applicable legal obligations
-

3

Sharing of Your Information

◆ Our Commitment

We do not sell, rent, trade, or share your personal information with third parties for marketing or advertising purposes. Ever.

Your data belongs to you. We collect only what is necessary to deliver the Red Carpet Rewards experience, and we handle it with care.

We may share limited information only in the following narrow circumstances:

- **Service Providers:** Trusted vendors who help us operate the app (e.g., cloud hosting, analytics), bound by strict confidentiality obligations and prohibited from using your data for any other purpose.
- **Participating Locations:** Establishments you visit may receive confirmation of your rewards activity (e.g., points earned or redeemed) to process your benefits.
- **Legal Requirements:** If required by law, court order, or governmental authority, we may disclose information as necessary to comply with such obligations.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction, subject to equivalent privacy protections.
-

4

Data Retention

We retain your personal information for as long as your account is active or as needed to provide you with our services. If you close your account, we will delete or anonymize your personal information within a reasonable timeframe, except where retention is required by law or legitimate business necessity (such as resolving disputes or preventing fraud).

5

Data Security

We implement industry-standard technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include encrypted data transmission (SSL/TLS), secure data storage practices, and access controls limiting who within our organization can view your data.

While we take every reasonable precaution, no method of transmission or storage over the internet is 100% secure. We encourage you to protect your account by using a strong password and keeping your login credentials confidential.

6

Children's Privacy

Red Carpet Rewards is intended exclusively for adults aged **21 years or older**. We do not knowingly collect personal information from anyone under the age of 21. If we become aware that we have collected data from a minor, we will promptly delete that information. If you believe a minor has provided us with their information, please contact us immediately.

7

Your Rights & Choices

You have the following rights with respect to your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Update or correct inaccurate information in your account profile.
- **Deletion:** Request that we delete your account and associated personal data.
- **Opt-Out of Notifications:** Unsubscribe from promotional push notifications or emails at any time through your device settings or account preferences.
- **Location Permissions:** Revoke location access at any time through your device's app settings.

To exercise any of these rights, please contact us using the information provided below.

8

Third-Party Links

Our app may occasionally contain links to third-party websites or services. This Privacy Policy applies solely to Red Carpet Rewards, and we are not responsible for the privacy practices of any third-party sites. We encourage you to review the privacy policies of any external services you visit.

9

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make material changes, we will notify you via the app or by updating the "Last Updated" date at the top of this page. Your continued use of Red Carpet Rewards after such changes constitutes your acceptance of the revised policy.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please reach out to us:

Red Carpet Rewards

Email: psg-marketing@pennentertainment.com

We aim to respond to all inquiries within 5 business days.

© 2026 Red Carpet Rewards · All Rights Reserved · Privacy Policy