

Pokémon Day Out Event Privacy Notice (US and Mexico)

This Privacy Notice (the “**Notice**”) applies to the personal information that is collected by The Pokémon Company International, Inc. (“**TPCi**”) and our subsidiaries and affiliated companies acting on our behalf (collectively “**Pokémon**” or “**we**”, “**us**”, or “**our**”) at the Pokémon Day Out Event (“**Pokémon Day Out**”). By participating in Pokémon Day Out, you acknowledge that you have read and understand this Notice. Please read this Notice to learn what type of personal information (or “**personal data**”) we collect, why we collect it, how we disclose it, and the choices we give you regarding your personal data when you participate in the Pokémon Day Out Event.

The Pokémon Day Out Event may involve services provided by third parties; in such instances, the privacy policies of those third parties will apply and TPCi is not responsible for the data practices of such third parties. Please review the respective terms and privacy policies of such entities to learn how they process your personal information.

1. What Personal Information We Collect:

When you participate in the Pokémon Day Out Event, we may collect the following information from you:

- Contact information: such as your first and last name, email address, and mobile phone number.
- Photos: if you choose to participate in the photobooth experience at Pokémon Day Out, your photo may be captured and stored by our service provider. You will have the option to download a digital copy of your photo. Photos are retained for up to 24 hours and then deleted.
- Likeness Materials: photos, videos, voice, and other recordings taken of you during Pokémon Day Out. These Likeness Materials will not include or contain any biometric information.
- Location data: we may collect broad location information such as state and city or your zip code.
- Camera footage: we may collect footage via camera sensors at Pokémon Day Out to track attendance and footfall in the event area. Additionally, film crews may be on site capturing promotional footage for marketing and commercial purposes.

2. How We Use Your Personal Information:

We use your personal data solely for the following purposes:

- To facilitate your registration for and participation in the Pokémon Day Out Event, including to communicate with you about the event, and to support health and safety management at the event.
- If you choose to opt in to receive email marketing communications through Pokémon.com, we will use the email address you provide to send you promotional content, updates, and other marketing materials related to Pokémon products and services.
- To analyze aggregate footfall and attendance data to evaluate and improve future TPCi experiences.
- For “Legal Purposes,” including: (i) to detect, investigate, and prevent activities that are unauthorized, may violate the Pokémon Day Out Event terms and/or policies, or may be disruptive, illegal, criminal, or otherwise put individuals at risk or give rise to actual or potential security violations, (ii) to maintain legal and regulatory compliance, (iii) to fulfill our business

obligations and to manage risk as required under applicable laws and regulations, or (iv) to respond to requests by judicial process or governmental agency.

- The Likeness Materials may be used for promotional, marketing and other commercial or non-commercial purposes. TPCi may use and display your Likeness Materials on its websites, social media channels, and other Event-related media and materials. For more information on how TPCi may use and display the Likeness Materials, please refer to the [Pokémon Day Out Terms and Conditions](#).

3. How We Share Your Personal Information:

- We may share your personal information with third parties in order to provide you with the services offered at Pokémon Day Out and in the event we do, we seek to ensure that these third parties are subject to agreements requiring them to maintain the personal information in accordance with applicable law and in standards of confidentiality, and that their use of the personal information is limited to providing the services to TPCi;
- With a third-party service provider that processes aggregate attendance and footfall data collected via camera sensors for internal analytics purposes;
- For Legal Purposes (as defined above); or
- In the event of a merger, acquisition, sale of assets, change of control, or any other similar transaction involving TPCi or its affiliates.

Children Under the Age of 13

If a participant is a child under the age of 13 (“**U13 Participant**”) and is a resident of the United States, a parent or legal guardian who is at least 18 years of age must register for Pokémon Day Out on behalf of themselves and any U13 Participant(s). U13 Participants must be accompanied by their parent or legal guardian at the event, and event staff will verify the identity of the primary registrant at the entrance. By completing registration on behalf of a U13 Participant, the parent or legal guardian provides consent for the collection of the U13 Participant’s personal data as described below:

- Name, as provided by you as the child’s parent or legal guardian.
- Photo, if you choose to share it as part of your participation.
- Camera footage, film crews may capture promotional footage at Pokémon Day Out, which may include images of U13 Participants. Additionally, camera sensors may collect aggregate footfall and attendance data for internal analytics purposes as described in Section 2 above. These cameras will not collect biometric information. Event venues may also operate their own security cameras; any footage captured by venue security cameras is subject to the venue’s own privacy practices.

The purpose of the collection of the above data is to provide the services of the Pokémon Day Out Event and for Legal Purposes. The U13 Participant personal data will only be retained as long as it is needed to fulfill those purposes.

How to Contact Us:

If you have questions or comments about this Privacy Notice or our data practices, please contact us at: privacyquestions@pokemon.com.

Additional Information for Residents of Mexico:

If your child is under the age of 18 (a “**Minor**”) and resides in Mexico, you, as their parent or legal guardian, are responsible for reviewing this Privacy Notice on their behalf. If you do not object after reviewing this Privacy Notice, you will be deemed to have consented to the processing of the Minor’s personal information as described herein.

The address of the controller in Mexico is:
Av. Emilio Castelar 75, Piso 9, Polanco IV Sección, Miguel Hidalgo
C.P. 11550, Ciudad de México, México

If you want to limit how the Minor’s or your personal data will be processed, please send an email to privacyquestions@pokemon.com.

For more information about TPCi’s privacy practices, please read our full Privacy Notice [here](#).