

Last Updated: July 8, 2026

Download Privacy Policy

This Privacy Policy (“**Policy**”) explains how United Parks & Resorts Inc. and its affiliates (“**SeaWorld**,” “**we**,” “**us**,” or “**our**”) collects, uses, maintains, protects, and discloses information about you through your access to or use our websites, including www.unitedparks.com and www.seaworldparks.co.uk, mobile applications, and other online or digital websites, platforms, or services that link to this Policy, your visits to our parks and corporate facilities, your investment in our business, or otherwise when you interact or communicate with us (collectively, the “**Services**”).

Please read this Policy carefully. If any term in this Policy is unacceptable to you, please do not use our Services or provide us with any personal information. By using our Services, you acknowledge and understand that your personal information will be processed as described in this Policy.

If you obtain your use of the Services in connection with the services offered by a third party, or click on links to and from our websites, the individual terms of that third party and its own privacy policy may differ from what is described in this Policy. We encourage you to read the privacy statements and terms and conditions of linked or referenced websites. These third-party websites and apps may send their own cookies and other tracking devices to you, log your IP address, and otherwise collect data or solicit personal information. We are not responsible for the practices of such websites and apps.

Changes to this Policy

We may change this Policy from time to time. If we make any changes to this Policy, we will change the “last updated” date above. We encourage you to check this Policy whenever you use any of the Services or otherwise interact with us to understand how your personal information is used and the choices available to you. By continuing to access the Services after such change, you acknowledge that the updated Policy applies to your use of the Services.

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1. COLLECTION OF INFORMATION

We collect information from you in various ways when you use our Services. This may include information defined as personal data, personal information, or personally identifiable information under applicable law (“**personal information**”). We may also collect aggregate data. Aggregate data is information we collect about a group or category of services or users from which individual user identities have been removed. Aggregate data helps us understand trends in our users’ needs so that we can better consider new features or otherwise tailor our Services.

Information You Provide to Us

We collect personal information you provide directly to us. Depending on your relationship with us, we may collect the following categories of personal information from you:

- **Identifiers and Contact Details:** Such as your name, email address, postal address, phone number, date of birth, age, a copy of your military or similar government ID, college ID or other eligibility and identification documents for certain discounts or passes (if applicable), and other personal information you provide.
- **Account Information:** Such as the username and password or other login credentials you use to register with our Services or log into your account.
- **Financial Information:** Where you make a payment through or with our Services, we (and our third-party payment processing providers) may collect your billing and payment card information to process your transactions. We may also collect your bank account information, including routing and account numbers, where you invest with us.
- **Commercial and Transaction Information:** Such as your order details, purchase and return or exchange history, and rewards information.
- **Communications:** Information you provide when you communicate with us, including via email, by phone, or through our chatbot or other interactive features, such as when you contact us with questions, provide feedback, or otherwise correspond with us through the Services. This information may also include information you upload to our Services such as photos or other media you elect to share.
- **Contests, Promotions, Sweepstakes, and Surveys:** From time to time, you may be able to participate in contests, giveaways, sweepstakes, surveys, special deals, coupons, or other similar promotions that we, or third parties, may sponsor. When you participate in these initiatives, we may collect personal information such as name, contact information, photographs, and survey or contest responses or submissions.
- **Audio or Video Images:** We may collect audio and/or still or video images captured by cameras or readers on or around our parks.
- **Other:** Any other information you choose to provide.

Information Collected from Other Sources

We also may collect personal information about you from the following sources:

- People you visit our parks with, or in the case of minors, parents or guardians;
- Third-party resellers such as travel agents, hotel staff, and/or ecommerce sites that offer SeaWorld products and services;
- Companies that you have registered with to confirm your status for special discounts (e.g., military status);
- Social media sites, including rating/review sites;
- Equipment supporting our parks and corporate offices, including turnstiles and video cameras;
- Data resellers from whom we purchase leads;

- Our service providers, business partners (and their service providers and contractors) including analytics and digital marketing platforms; and
- Emergency services personnel.

In addition, we may obtain information you have made publicly available, including from websites and online services you use, consumer research platforms, and/or business contact databases.

Automatic Data Collection

When you access or use our Services, we and our service providers may automatically collect information about you, your device, and your interactions with our Services, including:

- **Usage Data:** This may include the pages or screens you viewed, the website(s) you visited before browsing to the Services, navigation paths between pages or screens, information about your activity on a page or screen, access times, and whether you have opened or otherwise engage with our communications, such as our marketing emails, and what kind of content you're interested in.
- **Device and Network Data:** We automatically collect information about the device you use to access our Services, such as your device's operating system type and version, manufacturer and model, browser type, screen resolution, device type (e.g., phone, tablet, etc.), IP address, general location (e.g., data derived from your IP address), unique identifiers, and language settings.
- **Location Data:** We may also collect information about your location, including your city, state, zip or postal code, to personalize content provided to you, or to show you prices and promotions. We may also request access or permission to track location-based information from your device, either continuously or while you are using our Services. How much information we collect depends on the type and settings of the device you use to access the Services. If you wish to change our access or permissions, you may do so in your device's settings. However, if you choose to opt out of sharing your location with us, you may not be able to use certain aspects of the Services.

We collect this information using cookies, pixels, and similar technologies. For more information, please see Section 4.

Children's Privacy

Protecting children's privacy is important to us. We do not direct our Services to, nor do we knowingly collect any personal information from, children under the age of 13. If you are under 13, please do not give us any personal information. We encourage parents and legal guardians to monitor their children's internet usage and to help enforce our Policy by instructing their children to never provide personal information through the Services without their permission. If we learn that a child has provided personal information through our Services, we will use reasonable efforts to remove such information from our files. If you think we might have any information from or about a child, please contact us via our contact details in Section 11.

2. USE OF INFORMATION

Our collection and use of your personal information depends on the manner and purpose for which we have collected it. In general, we may use your personal information for the following purposes:

- Provide and maintain the Services, including to provide you with any products or services you purchase from us such as park tickets, or otherwise request and enable you to use our Services;
- Facilitate account creation and authentication and otherwise manage your accounts with us;
- Process your requests or transactions, including to fulfill and manage your orders, payments, returns, and exchanges made through the Services;

- Communicate with you, including to respond to emails, submissions, comments, requests, complaints, or other inquiries, and provide customer support, and inform you about other information, events, promotions, products, or services we think will be of interest to you (including through marketing communications and our use of targeted advertising);
- Assist with the registration and provision of any contests, sweepstakes, or promotions, including to enable you to participate in any rewards programs or similar offerings;
- Request feedback and to enable us to develop, customize, and improve our Services;
- Notify you of changes to our products or services;
- Perform our duties in the context of our commercial or business relationship with you;
- Improve and manage our Services and your customer or user experience, including by researching and evaluating our Services, products, and marketing, and understanding your use of our Services;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to protect the rights and property of SeaWorld and others;
- Comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights;
- For other purposes about which we notify you in advance or with your consent.

Please note that we do not collect, use, or sell personal information for the purpose of training large language models.

3. DISCLOSURE OF INFORMATION

We may disclose your personal information as follows or as otherwise described in this Policy:

- **Service Providers.** We may disclose your personal information with third-party companies and individuals that perform services on our behalf or help us operate our Services (including third-party hosting providers, payment processors, and fraud detection and prevention providers) such as for customer relations, email and chat services, reservation services, delivery services, data analytics, newsletters and other communications, rewards programs, park administration and retail services, advertising, or other services.
- **Professional Advisors.** To accountants, auditors, lawyers, and other outside professional advisors to SeaWorld, subject to appropriate contractual obligations of confidentiality.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions. Please note that where your information is shared with third-party promotional partners involved in a specific contest or promotion you choose to sign up for, such parties may use your information to contact you for their own purposes including about opportunities to make additional purchases. SeaWorld is not responsible for any information you choose to disclose to these third parties, and we encourage you to review the specific terms of use and privacy notices of those companies.
- **Charitable Organizations.** We may disclose your information to third-party charitable organizations if you direct us to donate on your behalf.
- **Emergency Service Providers.** In some instances, we may disclose your information to external medical staff, benefits, or emergency service providers such as if there is an incident requiring medical attention at our parks, offices, or other locations.
- **Investor Relations Services.** We may disclose your information to third parties providing investor services, including investor relations, financial services, and corporate financial accounting and management services. We may also disclose your information as part of our shareholder record-keeping, notice, and transfer agent practices.

- **Advertising and Other Third Parties.** Third parties, such as advertising companies, social media providers, search engines and data providers, for interest-based advertising and other marketing purposes. These third parties may use the information we share to develop and improve their services, including to improve their ability to target ads on our and their other clients' behalf. We do not endorse and are not responsible for the content of any such external website or for social sharing features provided by third parties. Please refer to the terms of use and privacy notices of the external website or feature for more information. To learn about your choices, please see the "Your Privacy Rights and Choices" section below.
- **Legal Purposes.** We may disclose your information to third parties, including authorized government agencies and local or foreign financial, tax, administrative, criminal or judicial, or public authorities or institutions, where required by law, court order, or subpoena if we believe disclosure is in accordance with, or required by, applicable law or legal process or where necessary to prevent, detect, or prosecute criminal offenses, or to protect the rights, property, and safety of SeaWorld or others.
- **Business Transfers or Reorganization.** We may share or transfer your personal information in connection with any direct or indirect reorganization process including, but not limited to, an acquisition, merger, divestiture, or sale of all or part of our business to another company (including, in connection with a bankruptcy or similar proceedings).
- **Affiliates and Subsidiaries.** Between and among SeaWorld and our current and future parents, affiliates, subsidiaries, and other group companies under common control and ownership.
- **Your Consent or Direction.** With your consent or at your direction, including through your use of the Services in a public forum, such as a discussion forum or park reviews.

Please note we may disclose certain categories of personal information including identifiers, commercial information, and internet or other similar network activity to show you targeted advertisements on third-party properties and to expand the reach and effectiveness of our own marketing campaigns. These activities may be considered "sales," "sharing," or "targeted advertising" under certain state privacy laws.

Additionally, at some of our parks, there may be third parties that offer special services to our guests (e.g., artisans). These third parties are not under our direct control. As a result, you should refer to those parties' own terms and policies for more information on how they may collect, use, and share your information.

This Policy in no way restricts or limits our collection and use of fully anonymized data, and we may disclose anonymized data with third parties for various purposes, including to help us better understand our customer needs and improve our Services, to provide new Services, and for advertising and marketing purposes.

4. USE OF COOKIES AND OTHER AUTOMATED TECHNOLOGY

Our Services use first- and third-party single-session and multi-session cookies, log files, plugins, pixels, software development tools, and web beacons (collectively, "**Cookies**"). A Cookie is a small amount of data which is sent to your browser and stored locally on your device. We may store Cookies on your device when you use our Services. These technologies help us speed up your future activities and improve your experience by remembering the information that you have already provided to us.

Third parties operating on our behalf, including social media and other internet-based advertising companies, may also use these technologies to provide us with information regarding your use of our Services, as well as to help us manage and display advertisements, tailor advertisements to your interests, or send abandoned shopping cart reminders.

Our use of your personal information for the purposes described in this section is based on our legitimate business interests to promote our Services, except where your consent is required by applicable laws. To learn more about how we use Cookies, please review our cookie preferences center. For more information on how you can manage these technologies from your device, please see the “Your Privacy Rights and Choices” section below.

5. DATA RETENTION

We may retain your personal information for as long as needed to carry out the purposes described herein or as otherwise required by applicable law. Unless we are required or permitted by law to keep your personal information for a longer period of time, when your personal information is no longer necessary to carry out the purposes for which we process it, we will delete your personal information or keep it fully anonymized. When determining the retention period, we take into account various criteria, such as the nature of the use of our Services, your general relationship with us, the impact on our ability to provide you Services if we delete your personal information, mandatory retention periods provided by law and the statute of limitations, and our use of your personal information for aggregated market research.

6. NETWORK AND INFORMATION SECURITY

We take reasonable steps to protect information we collect from you to prevent loss, misuse and unauthorized access, disclosure, alteration, and destruction.

It is important that you protect against unauthorized access of your password and computer, and be sure to sign off when finished using a shared computer. While we take reasonable efforts to protect personal information, no security system is impenetrable. In addition, we cannot guarantee that any collected personal information you choose to include in the Services is maintained at adequate levels of protection to meet specific needs or obligations you may have relating to that information.

7. INTERNATIONAL DATA TRANSFERS

To provide the Services, we may transfer your information to our servers in the United States and possibly to other countries. In particular, when we transfer information from the EEA or the UK to countries that have not been deemed to provide an adequate level of protection, we will either rely on a derogation applicable to the specific situation, or we employ data processing agreements based on the EU Standard Contractual Clauses to help ensure that your data is protected wherever it is transferred. You may request a copy of these clauses by contacting us at privacy@seaworld.com.

8. YOUR PRIVACY RIGHTS AND CHOICES

Account Information

If your personal information changes in any way, we encourage you to update and correct your account information by logging into your account, calling us at 1-800-425-8622, or visiting the Guest Services department at any of our parks. If you wish to delete your account, please contact our call center at 1-800-425-8622, but note that we may retain certain information as required by law or for legitimate business purposes. Where permitted under applicable law, we may also retain cached or archived copies of information about you for a limited period of time.

Cookies/Automatic Tracking Technologies

As noted above, our Services may use cookies and other automatic data collection technologies. You can manage your cookie preferences on our website by clicking [here](#) or visiting the “Cookie Preferences” link in the footer of our website homepage. You may also block or delete these technologies from your device. However, by disabling such technologies, you may not have access to the entire set of features of our Services. For more information about cookies, including links to web browser instructions for disabling and managing such technologies, visit <https://thenai.org/how-to-opt-out/>. For more information about interest-based ads in particular, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit <https://optout.aboutads.info/>.

Residents of certain states with an applicable privacy law in effect may also have the right to opt out of sales and sharing/targeted advertising via cookies by using an opt-out preference signal. The Global Privacy Control signal is currently the only opt-out preference signal we can recognize. You can visit <https://globalprivacycontrol.org> to learn how to configure your device to send such signals. We will honor and process opt-out preference signals in accordance with applicable law. Please note that your opt-out choice will only apply to your use of our website through the current browser or device you are using and only so long as that browser’s cookies are not erased. You will need to configure each device and browser you use to visit our website to send such signals to completely opt out using this method. Please note that you may still receive generalized ads after opting out and an opt-out preference signal will not impact essential cookies used on the website.

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Promotional Communications

SeaWorld may send you electronic communications or data regarding our Services taking into account applicable consent requirements, including but not limited to (i) notices about your use of our Services, including any notices concerning violations of use, (ii) updates, and (iii) promotional information and materials regarding our Services. You may opt out of receiving promotional emails from SeaWorld by following the opt-out instructions provided in those emails. You may also opt out of receiving promotional emails and other promotional communications from us at any time by emailing privacy@seaworld.com with your specific request. Opt-out requests will not apply to transactional service messages, such as security alerts and notices about your current account and Services.

Text Messages

With your consent, we may send marketing and/or non-marketing communications by text message (e.g., SMS and MMS). You are not required to consent to such communications as a condition of purchasing products or services, and you may revoke your consent at any time by replying “STOP” (or similar revocation language as permitted under applicable law) to the text message you receive from us or by contacting us via the methods described in the “Contact Us” section below. Please note that you may be subscribed across different short codes used by SeaWorld, and therefore you must separately submit an opt-out request to each short code from which you wish to unsubscribe. After revoking consent, you may receive a confirmation text that you have been opted out.

Please note, we will not share your text messaging opt-in data and consent with any third parties for their marketing purposes. However, as indicated in the “Disclosure of Information” section above, we may disclose this information to third parties that support our messaging services, including but not limited to

platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

9. ADDITIONAL INFORMATION FOR RESIDENTS OF CALIFORNIA

Residents of California are afforded certain additional rights with respect to their personal information under the California Consumer Privacy Act (California Civil Code Section 1798.100 et seq.), as amended by the California Privacy Rights Act (Civil Code Section 1798.100, et seq.) (collectively, “**California Law**”). This Section supplements this Policy and applies solely to eligible residents of California. Any terms used but not defined in this Section have the same meaning as defined in California Law.

Subject to certain exceptions, these rights include:

- **Right to Know:** You have the right to request that we disclose certain information to you about our collection and use of your personal information, including the categories of personal information we collected about you; the categories of sources for the personal information we collected about you; our business or commercial purpose for collecting, disclosing, selling, or sharing that personal information; the categories of third parties with whom we disclosed, shared, or sold that personal information; and the specific pieces of personal information we collected about you (also called a data portability request).
- **Right to Delete:** You have the right to request that we delete any of your personal information that we collected from you and retained.
- **Right to Correct Inaccurate Personal Information:** You have the right to request that we correct any inaccuracies in the personal information that we maintain about you.
- **Right to Opt Out of the Sale or Sharing of Personal Information:** We do not, and will not, sell the personal information of our customers for direct, monetary profit. However, we may engage in certain information disclosure activities that may be considered “sales” or “sharing” under California Law. If we sell or share such information with third parties, you have the right to opt out of the selling or sharing of your personal information. To exercise the right to opt out, you (or your authorized representative) may submit a request to us by clicking [here](#) or visiting the “**Do Not Sell or Share My Personal Information**” link in the footer of our websites.
- **Right to Non-Discrimination or Retaliation:** Unless permitted by applicable law, we will not retaliate or discriminate against you for exercising any of your privacy rights under California Law.

Exercising Your Rights as a Resident of California

If you are a California resident and would like to exercise any of your privacy rights as described in this Section, please submit a request to us by using any of the following methods:

- Calling us at 1-800-425-8622
- Submitting a request via our webform, available [here](#)

In addition, to the extent you have provided consent for our collection and/or processing of your personal information and wish to revoke that consent, please contact us via the methods described in the section “Contact Us.”

To exercise your right to know, delete, or correct, as described above, we need to verify your identity or authority to make the request and confirm the personal information relates to you. To verify your identity, we may ask you to provide your full name, telephone number, and address. We will only use personal information provided in your consumer request to verify your identity or authority to make the request.

Only you, your parent or guardian, a natural person or person registered by the Secretary of State authorized to act on your behalf, a conservator, a person to whom you have given power of attorney, or an authorized agent may make a verifiable consumer request related to your personal information. You also may make a verifiable consumer request on behalf of your minor child, if necessary. When an authorized agent is submitting a request on your behalf, we may require your authorized agent to provide evidence of their entitlement, which may include information sufficient to identify you and the purpose of the request and a written and signed permission designating the authorized agent to act on your behalf. You may also be required to verify your identity with us or directly confirm with us that you have provided the authorized agent permission to submit the request. Absent proper documentation or proof of authority, we reserve the right to refuse to comply with third-party requests, in accordance with applicable law. Please note that you may only make a verifiable consumer request for your right to access twice within a 12-month period.

Notice at Collection/Additional Disclosures Related to the Collection, Use, and Disclosure of Personal Information

In the preceding twelve (12) months, we have collected the following categories of personal information directly from consumers, automatically when consumers use the Services, or from other third-party sources, such as publicly-available sources and databases, in accordance with applicable law, or from those who place an order on a consumer’s behalf or purchase a gift for a consumer, as discussed in further detail in the section titled “Collection of Information.”

Data Category Collected	Primary Purpose for Such Collection/Use	Sold or Shared?
Identifiers: Name, email address, postal address, phone number, driver’s license number, passport number, online and device identifiers, IP address, account credentials, and military or similar government ID.	Provide and maintain the Services (including account creation, authentication, and administration); process requests and transactions made through the Services; communicate with you including requests for feedback and to notify you of changes to our products and services; marketing and advertising; improve, monitor, manage, and personalize our Services and your customer or user experiences; perform our duties in the context of our commercial or business relationship with you; protect our Services; comply with our legal obligations	Yes

Personal information described in California Civil Code Section 1798.80(e): Name, postal address, phone number, driver's license number, passport number, military or similar government ID number, employment, and credit card number or any other financial information.	Provide and maintain the Services (including account creation, authentication, and administration); process requests and transactions made through the Services; communicate with you including requests for feedback; marketing and advertising; improve, monitor, manage, and personalize our Services and your customer or user experiences; perform our duties in the context of our commercial or business relationship with you	No
Characteristics of protected classifications under California or U.S. law: Military or veteran status.	Provide and maintain the Services	No
Commercial information: Records of products or services purchased, obtained, or considered, purchase price, date and location of transaction, and other purchasing or consuming histories or tendencies.	Provide and maintain the Services (including account creation, authentication, and administration); process requests and transactions made through the Services; marketing and advertising; improve, monitor, manage, and personalize our Services and your customer or user experiences	Yes
Internet or other electronic network activity information: Browser type and language, operating system and version, hardware model, account activity, files/pages accessed, access times, referring website address, information about any rehabilitee protocols, browsing history, search history, and information regarding interactions with a website, application, or advertisement.	Improve, monitor, manage, and personalize our Services and your customer or user experiences; marketing and advertising; protect our Services	Yes
Geolocation data	Provide and maintain the Services; improve, monitor, manage, and personalize our Services and your customer or user experiences; marketing and advertising	Yes
Audio and visual information: Photos/videos uploaded and recorded phone calls.	Provide and maintain the Services (including account creation, authentication, and administration); communicate with you including requests for feedback and to notify you of changes to our products and services; improve, monitor, manage, and personalize our Services and your customer or user experiences	No

Inferences drawn from the above personal information to reflect your preferences.	Improve, monitor, manage, and personalize our Services and your customer or user experiences; marketing and advertising; protect our Services	No
Sensitive personal information: Personal information revealing state ID or similar ID card number and account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.	Provide and maintain the Services (including account creation, authentication, and administration); improve, monitor, manage, and personalize our Services and your customer or user experiences	No

Please note that we only use and disclose sensitive personal information as permitted under California Law and/or without the purpose of inferring characteristics about a consumer.

Disclosures, Sales, and Sharing of Personal Information:

- **Disclosures.** In the preceding twelve (12) months, we have disclosed the personal information categories identified in the table above and “Collection and Use of Information” section to the following categories of service providers, contractors, and third parties for a business or commercial purpose:
 - **Service Providers or Contractors:** We may disclose your personal information to our service providers or contractors (including third-party hosting providers, payment processors, and fraud detection and prevention providers) such as for customer relations, email and chat services, reservation services, delivery services, data analytics, newsletters and other communications, rewards programs, park administration and retail services, advertising, or other services.
 - **Internally:** We may disclose your personal information to our current and future parents, affiliates, subsidiaries, and other group companies and employees under common control and ownership who require such information to assist us with establishing, maintaining, and managing our business relationship with you.
 - **Professional Advisors:** To accountants, auditors, lawyers, and other outside professional advisors to SeaWorld, subject to appropriate contractual obligations of confidentiality.
 - **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions.
 - **Charitable Organizations.** We may disclose your information to third-party charitable organizations if you direct us to donate on your behalf.
 - **Emergency Service Providers.** In some instances, we may disclose your information to external medical staff, benefits, or emergency service providers such as if there is an incident requiring medical attention at our parks, offices, or other locations.
 - **Investor Relations Services.** We may disclose your information to third parties providing investor services, including investor relations, financial services, and corporate financial accounting and management services. We may also disclose your information as part of our shareholder record-keeping, notice, and transfer agent practices.

- **Advertising and Other Third Parties.** Third parties, such as advertising companies, social media providers, search engines and data providers, for interest-based advertising and other marketing purposes.
 - **In the Event of a Business Transaction or Reorganization:** We may share or transfer your personal information in connection with any direct or indirect reorganization process including, but not limited to, an acquisition, merger, divestiture, or sale of all or part of our business to another company (including, in connection with a bankruptcy or similar proceedings).
 - **For Legal Purposes:** We disclose your personal information when we think it is necessary to investigate or prevent actual or expected fraud, criminal activity, injury, or damage to us or others; when otherwise required by law, regulation, subpoena, court order, warrant, or similar legal process; or if necessary to assert or protect our rights, assets, or safety, or the rights, assets, or safety of others.
 - **With Your Consent or at Your Direction:** We disclose your personal information if you provide consent or authorization to do so.
- **Sales and Sharing.** SeaWorld does not, and will not, sell personal information of our customers for direct, monetary profit. However, we may engage in certain information disclosure activities that may be considered “sales” or “sharing” under California Law. In the preceding twelve (12) months, we have sold or shared the following categories of personal information to the categories listed below and for the following purpose:

Category	Business or Commercial Purpose	Categories of Third Parties to Whom Personal Information was Disclosed That May be Considered “Sales” or “Sharing” Under California Law
Identifiers.	● To provide you with personal advertising and content	● Advertisers and advertising networks ● Business partners or affiliates
Commercial information.	● To provide you with personal advertising and content	● Advertisers and advertising networks ● Business partners or affiliates
Internet or other similar network activity.	● To provide you with personal advertising and content	● Advertisers and advertising networks ● Business partners or affiliates

We do not knowingly sell or share the personal information of consumers under 16 years of age.

Shine the Light

In addition to your rights under California Law, California Civil Code Section 1798.83 permits California residents to request information regarding our disclosure, if any, of their personal information to third parties for their direct marketing purposes. If this applies, you may obtain the categories of personal information disclosed and the names and addresses of all third parties that received personal information for their direct marketing purposes during the immediately prior calendar year (e.g., requests made in 2026 will receive information about 2025 sharing activities). To make such a request, please provide sufficient information for us to determine if this applies to you, attest to the fact that you are a California

resident, and provide a current California address for our response. If you are a California resident and would like to make such a request, please contact us as described in the “Contact Us” section below.

10. ADDITIONAL INFORMATION FOR RESIDENTS OF OTHER U.S. STATES

Eligible residents of states in which there is a comprehensive privacy law in effect, including Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia, also have rights with respect to the personal information, also known as personal data, that we collect about you. This section supplements this Policy and applies solely to eligible residents of U.S. states with applicable comprehensive privacy laws in effect. Any terms not defined in this section have the same meaning as defined under applicable law. Subject to certain exceptions, if you are an eligible resident of one of these states, you have certain privacy rights which may include, depending on your state of residency:

- **Right to Know/Access:** You have the right to confirm whether SeaWorld processes your personal information and the right to access such personal information. You also have the right to obtain your personal information in a portable, and to the extent reasonable feasible, readily usable format that you can transmit without hindrance. In addition, Delaware and Maryland residents have the right to obtain a list of the categories of third parties to which we have disclosed their personal information, and Connecticut, Minnesota, and Oregon residents have the right to receive a list of specific third parties to which we have disclosed any personal information.
- **Right to Delete:** You have the right to request that SeaWorld delete the personal information you have provided to us or that SeaWorld has otherwise obtained about you.
- **Right to Correct:** You have the right to request that SeaWorld correct inaccuracies in your personal information, taking into account the nature of the personal information and the purposes of the processing of your personal information.
- **Right to Opt Out:** You have the right to opt out of the processing of your personal information for the purposes of (i) targeted advertising, (ii) the sale of your personal information, and (iii) profiling in furtherance of decisions that produce legal or similarly significant effects.

Please note that we do not engage in such profiling as defined under applicable law, but we may sell or use your personal information as described in Section 3 “Disclosure of Information” for targeted advertising purposes. If you have an opt-out preference signal enabled, you will automatically be opted out of the sale or use of your information for targeted advertising, but we may ask you to confirm your preference if you have previously consented to such processing activities. For additional information regarding how an opt-out preference signal will be processed and how you can use an opt-out preference signal, please see Section 8 “Your Privacy Rights and Choices.”

- **Right to Appeal:** You have the right to appeal SeaWorld’s decision with regard to your request to exercise any rights described herein.

The exact scope of these rights may vary by state. You do not need to create an account with us to exercise your state privacy law rights. If you would like to exercise the rights described in this Section 10, including the right to opt out, please submit a request to us using any of the following methods:

- Calling us at 1-800-425-8622
- Submitting a request via our webform, available [here](#)

In addition, to the extent you have provided consent for our collection and/or processing of your personal information and wish to revoke that consent, please contact us via the methods described in Section 11 “Contact Us.”

11. ADDITIONAL INFORMATION FOR INDIVIDUALS IN THE EEA AND UK

If you are located in the European Economic Area (“EEA”) or the United Kingdom (“UK”) this section applies to you, and describes certain rights and protections you may have under applicable law regarding the processing of your personal information.

Cubo Communications Group Limited, White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF, is the data controller responsible for processing your personal information in accordance with this Policy.

Legal Bases and Purposes for Processing

The following table summarizes our processing of your personal information as further described in this Policy.

Processing Purpose(s)	Data Categories	Legal Basis
Provide and maintain the Services	Identifiers and contact details; account information; financial information; commercial and transaction information; communication data; information related to contests, promotions, sweepstakes, and surveys; audio or video images; internet or other similar network activity; geolocation data; sensitive information	Performance of a contract or consent (if required under applicable law)
Facilitate account creation, authentication, and administration	Identifiers and contact details; account information; financial information; commercial and transaction information; internet or other similar network activity	Performance of a contract
Process requests and transactions	Identifiers and contact details; account information; financial information; commercial and transaction information	Performance of a contract

Communicate with you	Identifiers and contact details; internet or other similar network activity	Performance of a contract
Assist with the registration and provision of any contests, sweepstakes, or promotions	Identifiers and contact details; account information; commercial and transaction information; communication data; information related to contests, promotions, sweepstakes, and surveys	Performance of a contract
Request feedback and enable us to develop, customize, and improve our Services	Identifiers and contact details; account information; commercial and transaction information; communication data; information related to contests, promotions, sweepstakes, and surveys	Consent or legitimate interest in improving our Services
Notify you of changes to our products or services	Identifiers and contact details	Performance of a contract
Send you marketing and promotional communications	Identifiers and contact details	Consent
Perform our duties in the context of our commercial or business relationship with you	Identifiers and contact details; commercial and transaction information	Performance of a contract
Improve and manage our Services and your user experience	Identifiers and contact details; commercial and transaction information; internet or other similar network activity; geolocation data	Consent or legitimate interest in improving our Services
Comply with our legal obligations, respond to legal requests, and exercise, establish or defend our legal rights	Identifiers and contact details; account information; financial information; commercial and transaction information; communication data; information related to contests, promotions, sweepstakes, and surveys; audio or video images; internet or other similar network activity; geolocation data; sensitive information	Comply with our legal obligations
Protect our Services including to detect security incidents	Identifiers and contact details; internet or other similar network activity	Consent or legitimate interest in maintaining our Services
For any other purpose with your consent	Identifiers and contact details; account information; financial information; commercial and	Consent

	transaction information; communication data; information related to contests, promotions, sweepstakes, and surveys; audio or video images; internet or other similar network activity; geolocation data; sensitive information	
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Data Subject Rights

If you are a resident of the EEA or UK (or if the GDPR or UK GDPR are otherwise applicable to you), subject to certain exceptions, you have certain rights regarding the personal information we hold about you:

- **Right to Object: You have the right to object to certain types of processing of your personal information, including processing for direct marketing purposes.** You may also have the right to object where you data is being processed for purposes of our legitimate interests.
- **Right to Access:** You have the right to access your personal information and to request a copy of the personal information undergoing processing.
- **Right to Data Portability:** You have the right to obtain from us, under certain circumstances, your personal information in a structured, commonly used and machine-readable format and to transfer this personal information to another controller or, if technically feasible, to have it transferred by us.
- **Right to Restrict:** You have the right, under certain circumstances, to block or restrict our processing of your personal information.
- **Right to Rectification:** If your personal information is inaccurate or incomplete, you have the right to request rectification or completion of your personal information. Where exercising this right, please let us know if, and to what extent, your data stored by us has changed, so that we can rectify or update it accordingly.
- **Right to Erasure/Deletion:** You have the right, under certain circumstances, to request the erasure of your personal information from our systems.
- **Right to Withdraw Consent:** If our processing of your personal information is based on your consent, you have the right to withdraw that consent at any time with effect for the future. Your withdrawal of consent will not, however, affect the lawfulness of the previous processing of your data based on such consent.

If you would like to exercise any of these rights or have any questions related to this Section, please contact us at Cubo Communications Group Limited, White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF.

Complaints

If you have a concern about our processing of personal information that we are not able to resolve, you have the right to lodge a complaint with the data protection authority where you reside or work or where the alleged infringement took place. For contact details of your data protection authority, please see:

- For EEA residents: https://www.edpb.europa.eu/about-edpb/about-edpb/members_en
- For UK residents: <https://ico.org.uk/make-a-complaint/>

12. CONTACT US

If you have any questions about this Policy, please contact us by email at privacy@SeaWorld.com or by mail at: PO Box 690129, Orlando, FL 32869, ATTN: Privacy.