



Privacy Policy

Last updated Aug 16, 2026

This Privacy Policy explains how ZMM LLC collects, uses, and shares personal information when you use the ZMM app, website, and related services. It also explains the privacy rights that may be available to you. Additional information for California residents is set out in the California Privacy Notice below.

What categories of personal information do we collect?

When users sign up to use the ZMM app or visit the ZMM website, we collect, depending on which Service is accessed, the following categories of personal information, some of which is stored until the account is deleted, some of which is stored for a period of 90 days:

Category	Examples	Collected
A. Identifiers	Contact details, such as real name, alias, mobile number, unique personal identifier, online identifier, Internet Protocol address, email address (if provided to correspond with ZMM), and user name	YES
B. Personal information categories listed in the California Customer Records statute	Name, contact information, such as a phone number	YES
C. Protected classification characteristics under California or federal law	Date of birth	YES
D. Commercial information	Transaction information, purchase history, financial details, and payment information	NO
E. Biometric information	Fingerprints and voiceprints	NO
F. Internet or other similar network activity	Interactions with our website, applications, systems, and advertisements	YES
G. Geolocation data	Device location	YES
H. Audio, electronic, visual, thermal, olfactory, or similar information	Images and audio, video or call recordings created in connection with our business activities	NO
I. Professional or employment-related information	Business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us	NO
J. Education Information	Student records and directory information	NO
K. Inferences drawn from other personal information	Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	NO
L. Sensitive Personal Information		NO

We will use and retain the collected personal information as needed to provide the Services or for:

- Category A - As long as the user has an account with us
- Category B - As long as the user has an account with us
- Category C - As long as the user has an account with us
- Category F - 90 days
- Category G - 90 days

We may also collect other personal information outside of these categories through instances where you interact with us through email in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Responding to your inquiries.

How do we use and share your personal information?

More information about our data collection and sharing practices can be found in this privacy notice and our Cookie Notice.

You may contact us by email at info@zmmevents.com, or by referring to the contact details at the bottom of this document.

If you are using an authorized agent to exercise your right to opt out we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Will your information be shared with anyone else?

We may disclose your personal information to service providers pursuant to written contracts so they can help us operate, maintain, secure, analyze, and support the Services. These service providers process information on our behalf and are not permitted to use it for their own independent marketing or commercial purposes.

We may also use your personal information for our own business purposes, such as internal research, analytics, technological development, and improvements to the ZMM app.

ZMM will not share, sell, license, or otherwise monetize your personal information with sponsors, event partners, advertisers, data partners, or other third parties for their own commercial purposes unless you have first affirmatively opted in to that use.

If you opt in, the information shared or monetized may include Category A identifiers, such as your name, alias, mobile number, online identifier, Internet Protocol address, email address, and account name, where those categories are included in the consent you are shown.

It may also include Category F internet or other electronic network activity information and Category G geolocation or event-engagement information, where disclosed in the opt-in and permitted by applicable law.

The opt-in will describe the categories of information and the purposes for which the information may be shared or monetized. ZMM will only share or monetize personal information covered by your consent.

You may withdraw your opt-in at any time by contacting us at info@zmmevents.com or through in-app privacy controls, where available. Withdrawal applies to future sharing or monetization of your personal information.

California Privacy Notice

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with ZMM, you have the right to request removal of unwanted data that you publicly post on the ZMM app. To request removal of such data, please contact us using the contact information provided below and include the phone number associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g., backups, etc.).

CCPA Privacy Notice

The California Code of Regulations defines a "resident" as:

(1) every individual who is in the State of California for other than a temporary or transitory purpose and

(2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose

All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your personal information.

Your rights with respect to your personal data

Right to request deletion of the data — Request to delete

You can ask for the deletion of your personal information. If you ask us to delete your personal information, we will respect your request and delete your personal information, subject to certain exceptions provided by law, such as (but not limited to) the exercise by another consumer of their right to free speech, our compliance requirements resulting from a legal obligation, or any processing that may be required to protect against illegal activities.

Right to be informed — Request to know

Depending on the circumstances, you have a right to know:

- whether we collect and use your personal information;
- the categories of personal information that we collect;
- the purposes for which the collected personal information is used;
- whether we sell or share personal information to third parties;
- the categories of personal information that we sold, shared, or disclosed for a business purpose;
- the categories of third parties to whom the personal information was sold, shared, or disclosed for a business purpose;
- the business or commercial purpose for collecting, selling, or sharing personal information; and
- the specific pieces of personal information we collected about you.

In accordance with applicable law, we are not obligated to provide or delete consumer information that is de-identified in response to a consumer request or to re-identify individual data to verify a consumer request.

Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights

We will not discriminate against you if you exercise your privacy rights.

Right to Limit Use and Disclosure of Sensitive Personal Information

We do not process consumer's sensitive personal information.

Verification process

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we may ask you to provide certain information so that we can match the information you provide with the information we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate.

We will only use personal information provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes. We will delete such additionally provided information as soon as we finish verifying you.

Other privacy rights

- You may object to the processing of your personal information.
- You may request correction of your personal data if it is incorrect or no longer relevant, or ask to restrict the processing of the information.
- You can designate an authorized agent to make a request under the CCPA on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with the CCPA.
- You may withdraw your consent and opt out of future sharing or monetization of your personal information to third parties. Upon receiving your request, we will act on it as soon as feasibly possible and within the time required by applicable law.

To exercise these rights, you can contact us by email at info@zmmevents.com, or by referring to the contact details below. If you have a complaint about how we handle your data, we would like to hear from you.

ZMM LLC

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