



Community Safety & Online Data Privacy

Impacts and Policy Recommendations

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Agenda



1. Issue overview
2. Community safety impacts
3. Case Study: Ticketmaster
4. Policy Recommendations
5. Conclusion and Q&A



Internet safety is a critical issue to address, for our young people – and everyone.

But right now, New Mexicans risk being tracked and surveilled without any notice every time we open an app, go on social media, or do an online search.

These online entities collect and sell our private information, including who we are, what we like, our health conditions, where we've been, and our political views. At the same time, the information and resources we access online are crucial for our communities.



Online entities collect, process, store, and sell huge amounts of often sensitive, detailed information about every one of us.

Such information can then be used to:

- make discriminatory predictions about people's health outcomes
- deny people housing or jobs
- hike insurance rates
- target users with misinformation and manipulation

Laws protecting our safety and privacy online have failed to keep up.



How our private information is used:

- **Data collection:** Many online service providers, including social media platforms, gather a vast amount of personal data from users, including likes, comments, searches, location, demographics, and more, through their interactions on the platform.
- **Targeted advertising:** highly targeted ads to users based on their interests, behaviors, and demographics.
- **Selling data to third parties:** companies may also sell user data directly to third-party data brokers who then use it for their own marketing purposes.
- **Algorithmic manipulation:** algorithms prioritize posts and ads that are most likely to engage the user based on their profile.



Problems caused:

- ▶ **Privacy issues:** The extensive collection and use of personal data raises concerns about user privacy and potential misuse of information.
- ▶ **Targeting:** Personal data and profiles can allow for the targeting of users online, including through predatory advertising and fraudulent schemes.
- ▶ **Lack of user control:** Many users may not fully understand how their data is being used or have limited options to control its collection and usage.
- ▶ **Discrimination:** The use of algorithms and data can perpetuate bias, disadvantaging certain groups.
- ▶ **Lack of Transparency:** Many consumers are unaware of how their data is used.

What's at Stake.



Our online data impacts every aspect of our lives.

- Housing access
- Job applications
- Insurance rates
- Identity theft
- Safety

It's a fundamental issue of justice, access to resources, and fairness.

What's at Stake.

Data trails can become legal traps or be used for harassment, surveillance or violence.

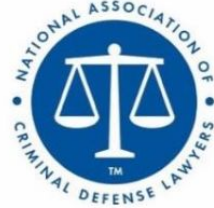
- Cell phone data, app usage, and geolocation sold or subpoenaed.
- Metadata from clinics, protests, and chats used in prosecutions.
- Especially dangerous for communities of color, undocumented people, abortion seekers/providers, Trans youth and caregivers, activists and protesters

Real Threats – Real Stories



NEWS | UNIVERSITY

Sensitive personal data of US military personnel easily bought online, Duke study shows



The Data Broker Loophole is Being Exploited to Target Immigrant Communities

Purchased data circumvents sanctuary laws and contributes to the over-surveillance of the movements and behavior of immigrant communities.

Trending

SPORTS | FOOTBALL

Inside the ACC's new team payout models, record revenue year and settlement with Clemson and Florida State

By Ranjan Jindal | 06/16/2025

Real Threats – Real Stories

ICE uses data brokers to bypass surveillance restrictions, report finds



Photo by RINGO CHIU/AFP via Getty Images

/ Authors of the American Dragnet study say the agency is increasingly unaccountable to legislators

by [Corin Faife](#)
May 10, 2022, 8:45 AM MDT

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Law enforcement is now buying cellphone location data from marketers

This is no longer a matter of creepy ads following you around the internet.

by [Rani Molla](#)
Feb 7, 2020, 9:40 AM MST



Tech

Data Broker Is Selling Location Data of People Who Visit Abortion Clinics

By Joseph Cox May 3, 2022, 12:46pm



TECHNOLOGY

A company tracked visits to 600 Planned Parenthood locations for anti-abortion ads, senator says

HUMANS AND TECHNOLOGY

Anti-abortion activists are collecting the data they'll need for prosecutions post-Roe

Body cams and license plates are already being used to track people arriving at abortion clinics.

By A.W. Ohlheiser



Nebraska cops used Facebook messages to investigate an alleged illegal abortion

Minnesota Shooting Suspect Allegedly Used Data Broker Sites to Find Targets' Addresses

The shooter allegedly researched several “people search” sites in an attempt to target his victims, highlighting the potential dangers of widely available personal data.

DHS spent millions on cellphone data to track Americans and foreigners inside and outside U.S., ACLU report says

The report published contracts between U.S. Customs and Border Protection, ICE and other parts of DHS to buy location data from Venntel and Babel Street.

Priest outed via Grindr app highlights rampant data tracking

Privacy activists have long agitated for stronger data privacy laws, although in the U.S. they only exist in a few states, and then in varying forms.

INNOVATION > CYBERSECURITY

Black Lives Matter: U.S. Protesters Tracked By Secretive Phone Location Technology

By [Zak Doffman](#), Contributor. © Zak Doffman writes about security, surveillan... ▼

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Published Jun 26, 2020, 11:22am EDT, Updated Jun 26, 2020, 11:51pm EDT



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bought in secondary markets. While such data is typically used in online advertising, the FTC has expressed concern that it could facilitate stalking, blackmail, espionage and unlawful government surveillance.

Mobilewalla and Gravy Analytics used data showing the locations of mobile devices at certain points in time to sell products that could profile users based on visits to churches or political events, the agency said.

How it Happens.



Online companies vacuum up massive amounts of our most personal information. These 1000+ data points include -

- **Basic information:** this can include your name, address, phone number, email
- **Financial and employment data:** Credit scores, payment history, current/past credit cards, loans, etc. work history and salary/pay.
- **Purchasing records:** What you buy online, where you buy it, how often you buy certain products including items you may not share with anyone else.
- **Health data:** This can include medications, medical conditions, and interactions with health-related apps or websites.

How it Happens.



Online companies vacuum up massive amounts of our most personal information. These 1000+ data points include -

- **Behavioral data:** Insights into your likes, dislikes, and the types of ads you're likely to click on.
- **Real-time location data:** GPS data from apps that track your commute, where you shop, and how often you visit certain places, which can include sensitive locations.

How it Happens.

Online companies vacuum up massive amounts of our most personal information. These 1000+ data points include -

- **Inferred characteristics:** Based on the websites you visit, articles you read, videos you watch, data brokers draw insights about your lifestyle, income, preferences, religious or political beliefs, hobbies, etc.
- **Relationships with family, friends, and online connections:** by analyzing your network of friends, followers, and connections on social media and messaging apps, data brokers can map out your relationships and even track how frequently you interact with certain individuals to determine the depth of your bonds.

How it Happens.

Then -

- They categorize us ('rural and barely making it' 'LGBTQ+' 'Anti-Vaccine')
- They sell the information
- They're hacked, which happens often
- Our most sensitive personal info ends up in the hands of anyone who will pay, spammers, shady companies, law enforcement, etc.

Case Study – Going to a Concert

Ticketmaster: Privacy policy, data collection practices, and our rights

FTC Sues Live Nation and Ticketmaster for Engaging in Illegal Ticket Resale Tactics and Deceiving Artists and Consumers about Price and Ticket Limits

Agency alleges Ticketmaster used deceptive pricing tactics and earned hundreds of millions selling tickets acquired illegally by brokers, costing consumers billions of dollars in inflated prices and additional fees

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OUR COMMITMENT TO YOU

Our goal is to maintain your trust and confidence by handling your personal information with respect and putting you in control.

The list of entities who process your information, depending on where you create an account, can be found above the 'Contact' section.

If you'd like further information, or have any questions, please contact us using the details in the [Contact](#) section below.

If we ever make any major changes to our privacy practices, we'll let you know. **If necessary, we'll also ask for your permission.**



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PRIVACY NOTICE

How this notice applies to you will depend on the way in which you interact with us. For example, if you:

1. Purchase a ticket from us, we will use the information you provide to fulfil both our and the Event Partner's (artist, promoter, record label or venue) obligations to you in delivering that service, and, where permitted, keep you up to date about other events that may be of interest to you.
2. Browse our sites, we use cookies to tailor your experience and provide a seamless experience.

Your choices and rights for each scenario are explained in more detail below.

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WHAT INFORMATION WE HAVE AND WHERE WE GET IT

When providing our products and services, we collect certain categories of personal information such as your contact details, purchase history, internet and electronic activity, and in some cases sensitive personal information where required or where you have provided consent.

When we collect your personal information, we store it in our customer databases, such as our ticketing platforms to manage your event access, our payment platforms to process your orders, our customer services platforms to manage any queries you have, and our marketing systems in order to be able to communicate with you, subject to your choices.

Given the global nature of our business, some of the products and services we offer may differ and not be available in the country where you have an account.

- **When you create an account and buy tickets.** When you create an account, buy a ticket, register for a presale or have a ticket transferred to you by a friend, we will collect information directly from you. Depending on the service we are providing this includes your contact and billing information, such as your name, street address, zip or postcode, email, phone number and credit card



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- **When you buy tickets from third parties.** When you buy tickets from third-party e-commerce sites, the third party will send us information such as your contact and billing details and information about your ticket purchase for us to allocate your tickets to you.
- **When using our websites and apps.** When you use our websites or apps, subject to your choices, we use tracking tools like browser cookies and web beacons and technology like GPS and WiFi to collect information about you. This information includes the browser and device you're using, your IP address, your location, the site you came from, what you did and didn't use our site/app for, or the site you visit when you leave us. Our site may also serve third-party content that contains their own cookies or tracking technology. For more information on how we collect this information, see our [Cookie Policy](#).
- **When you contact our fan experience and customer support teams.** When you contact our Customer Services teams with a query or provide us with feedback,



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also collect information from you when you use our services as a seller, including additional identification information such as tax identification numbers.

- **Geodemographic information.** Subject to your choices, we collect or use suppliers such as advertising and marketing partners who collate geodemographic information including age range, gender, or information about events you like or products you buy which assists us in better personalizing our services to you. If you'd prefer that we do not do this, see the ['Your Rights & Choices'](#) section below.
- **Information used for health & safety purposes.** Where required, we will collect information from ticket purchasers and attendees for compliance purposes related to infectious disease to the extent required under applicable law. This includes information such as names, contact details, seat locations, along with entry and exit times.

In situations where a third party for an event organizer requires the collection of health information (such as test results), please refer to their privacy policy and terms to understand how your information was collected and used.

HOW WE USE YOUR INFORMATION AND WHY



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This section explains how we use your information and the legal grounds (or purposes) for which we use it. Some purposes are primary purposes that are necessary in order for us to provide our services or products or to fulfill our legal obligations. Other secondary purposes aren't strictly necessary to provide our services but provide additional value and are therefore typically subject to your choices.

1. For the performance of our contract with you

- **When you make purchases.** We use your information when you transact with us (for example to buy merchandise or a ticket) so we can:
 - process your order;
 - send you customer service emails including booking confirmations and event reminders;
 - take payment; and



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2. Subject to your choices

- **Marketing.** To contact you with information or offers regarding upcoming events, products or services via email, push and web notifications, SMS, or social media platforms. You can change your marketing preferences at any time; see ["Your choices and rights"](#) section below.
- **Advertising & cookies.** To deliver tailored advertising and marketing communications on our websites and apps; see our [Cookie Policy](#) for more information.
- **Market research & fan feedback.** To conduct market research and analysis which helps improve and customize our products and services and to contact you with satisfaction surveys, or to participate in user research (such as focus groups). We include an unsubscribe option for this kind of contact should you no longer wish to receive them.
- **Personalization.** To make sure our messages and website are **relevant** to you (depending on your market). For example, when you 'favorite' certain artists and genres, purchase tickets, attend shows with friends and sign up for presales, we will inform you about similar events we think you might be interested in. We **create a user profile** with the information we have and how you use our service. By turning personalization off you won't get any personal recommendations or any newsletters you've subscribed to will be generic (although if you've asked to



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➤ **Personalization.** To make sure our messages and website are relevant to you (depending on your market). For example, when you 'favorite' certain artists and genres, purchase tickets, attend shows with friends and sign up for presales, we will inform you about similar events we think you might be interested in. We create a user profile with the information we have and how you use our services. By turning personalization off you won't get any personal recommendations and any newsletters you've subscribed to will be generic (although if you've asked to receive alerts about specific artists or venues, you'll still receive these).

We will still perform profiling activities where we need to so we can deliver our services to you, for example for fraud screening purposes.

➤ **Location-based services.** For example, our apps request location permission for functions like browsing events near you, receiving push notifications about them or seeing yourself on the map at an event.

➤ **Accessibility.** To process your health information to meet your accessibility requirements, where specifically required, and explicit consent is provided.

➤ **Commercial Partners.** We sometimes work with Commercial Partners who we share information with. These are third party data controllers that we work with to provide additional value-add services, such as our travel packages, sponsors or exclusive presale. In some circumstances, where sharing is not necessary for us to perform the contract you have requested, we will ask for your permission 

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3. For our overriding legitimate business interests

- **To prevent or detect unlawful behavior, to protect or enforce our legal rights or as otherwise permitted by law.** For example, making sure tickets get into the hands of fans and to provide a secure platform. As such, we use this information to prevent ticket touting, misuse of our intellectual property (e.g. our Event Partners' brands), fraud, or other crimes. For the purposes of fraud prevention, we share your Personal Information with Forter, Inc., our third-party provider of fraud screening services, who may use such information in accordance with the Forter [privacy policy](#).
- **Site Protection.** This site is protected by reCAPTCHA Enterprise and Google [Privacy Policy](#) and [Terms of Service](#) apply.
- **Event security.** To protect our fans and ensure the security of our and our Event Partners' operations.

1. To protect your vital interests



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4. To protect your vital interests

- **Health and Safety.** Any information collected by us or our third-party partners in compliance with applicable health and safety requirements will only be used to contact attendees or shared with relevant local, government officials. This information is regularly deleted.



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WHO WE SHARE YOUR INFORMATION WITH AND WHY

- **Ticketmaster Companies.** Within the **Ticketmaster group and associated family of companies**, referenced below, who provide services for us such as marketing, profiling, reporting and technical and product support.
- **Third parties who perform services on our behalf.** Our third-party service providers, some of which may be located outside of your jurisdiction. These include:
 - **Cloud hosting providers**, who provide the IT infrastructure on which our global products and systems are built;
 - **Payment platforms**, who provide the infrastructure to process payments;
 - **Outsourced customer service teams**, who support in responding to queries you may have;
 - **Information security providers**, who help us keep our platforms safe and secure; and;
 - **Marketing providers**, who power our data analytics, marketing



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- **Event Partners.** Event Partners are the entities we work with to put on the event, such as the artist, promoter, record label, or venue. We share your information with our Event Partners so that they can run the event and for other reasons described in their privacy policies. We show the Event Partners when you purchase a ticket so you know who will receive your information, and you will be given the option to subscribe to receiving marketing from them (depending on your country).
- **Selling your ticket on Ticketmaster.** If you buy or sell non-digital tickets on our site, we will need to disclose your information to the buyer or seller (as applicable) in order for the ticket to be posted to you.
- **Third party products.** If you have bought any goods and services fulfilled by third parties (such as ticket insurance or merchandise), we'll share information with them so that they can process and fulfil your orders. When making a payment online, these may be processed by Braintree, an online payments provider and a service of PayPal. Please see [Braintree's Privacy Policy](#) for more information on how they process personal information related to credit cards payments.
- **Commercial Partners.** These are third parties we work with to provide additional value-add services. As the Commercial Partners we work with varies between services, we use just-in-time information to let you know when information will be shared with them and that it will be processed in accordance with their privacy notice.
- **Disclosures under law.** As necessary, we will share information to respond to a



are investigating potential issues.

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➤ **Successors.** Depending on the terms of the sale of our business, we may share information with any successor to all or part of our business. Where the data controller of your information changes, the new data controller is obligated to notify you of this change.

For SMS in the United States and Canada, the above excludes the sharing of text messaging originator opt-in data and consent with any third parties except where you provide consent to such sharing.

If we need to share information for reasons not described in this policy, we will inform you prior to doing so.

YOUR CHOICES AND RIGHTS

Your rights and choices may differ depending on the country where you are accessing our services from. These have been split out below. To buy and access tickets, fans must first create a Ticketmaster account and provide personal information so that we can issue your digital tickets. By choosing not to provide your information when creating an account, you won't be able to purchase and access digital tickets.



Personal Information Disclosed for a Business Purpose or Sold/Shared:

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Categories of Personal Information	Personal Information	Disclosed for a Business Purpose	Sold	Categories of Third-Party Recipients
Identifiers	Names and Aliases	x	x	Business Partners, Data Brokers, Technical Service Providers
	Physical Address	x	x	
	Phone Number	x	x	
	E-Mail Address	x	x	Business Partners, Technical Service Providers
	IP Address	x	x	
	Unique Identifiers	x	x	
	Unique Tax Identifiers	x		Government Entities
	Interactions with Customer Service	x		Technical Service Providers



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Commercial Information	Interactions with Customer Service	x		Technical Service Providers
	Information about transactions made on our services	x	x	Business Partners, Data Brokers, Technical Service Providers
	Individual's Preferences and Attributes	x	x	
Internet/ Electronic Activity	Cookies/Web Beacons	x	x	Technical Service Providers, Government Agencies
	Device Attributes	x	x	
Sensitive Personal Informatio	SSN/TIN	x		
	Health Information	x		
	Drivers License/Passport Number	x		



How long do we retain your personal information?

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Your Ticketmaster Account. Your account is your digital identity on Ticketmaster; it is how we ensure your ticket purchases are secure and connected to an individual. It is also the primary basis for determining how long we keep your information.

Whenever you purchase a ticket, log into your account, or interact with us, we log this activity. So long as your account remains active we will continue to retain the information we have processed about you. For example we will:

- Retain your purchases or favorites so we can recommend relevant events;
- Keep your tickets assigned to you, so we continue to deliver events to true fans; and
- Keep your account validated and secure.

Your information will be deleted if you either (1) request deletion of your account, in which case your account and associated information will be deleted within a maximum of 90 days depending on the timeframes required by your local laws; or (2) your account has 7 years' of inactivity.

Aside from this account-based rule, the retention of your information is also determined on the following bases:





[Home](#) > [Privacy](#) > [Cookie Policy](#)

COOKIE POLICY

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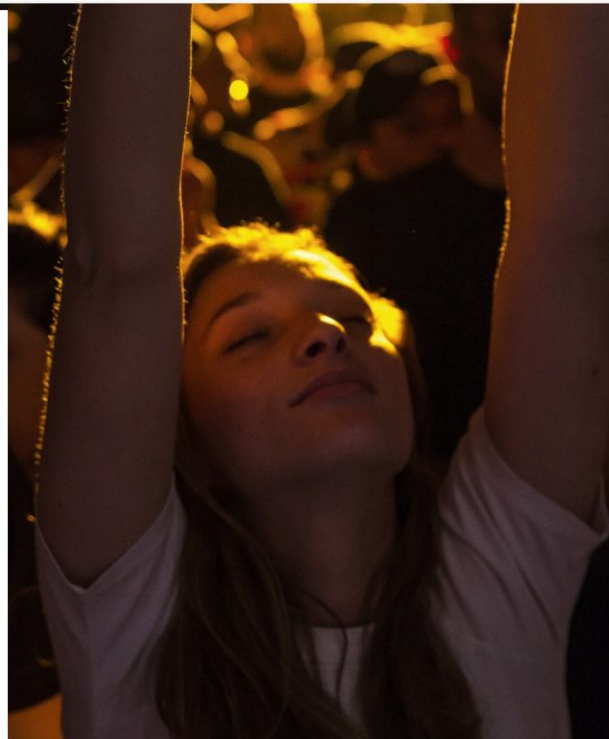
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We use a variety of online technologies to power the best digital experiences. Learn more about these, why we use them and how you can control them.



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ONLINE TECHNOLOGIES

We and our third-party partners use online technologies in order to deliver a more user-friendly experience. These online technologies can include cookies, pixels or web beacons or tags, scripts, SDK's and tags.

A cookie is a data file that your browser sets on your device, which contains information about your online activity, pixels or web beacon or tags are pixel graphics or tags that track web traffic, conversions and behaviour, web beacons, scripts run on the web page and collect information on browsing behaviour, SDK's (software development kits) is a set of tools on the operating system (OS) to enable tracking and functionality.

Online tracking technologies are either first party (i.e., managed by Live Nation Entertainment) or third-party (developed by an external parties).

The length of time a cookie will stay on your computer depends on whether it is a persistent or session cookie. Session cookies are temporary until you leave the website or close your browser.

Persistent cookies stay until you finished browsing until they expire or are deleted (in



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Persistent cookies stay until you finished browsing until they expire or are deleted (in your device/browser settings), these retention periods are displayed when viewing the cookie in the preference centre.

CATEGORIES OF ONLINE TECHNOLOGIES

Online technologies can be categorised into the following five groups:

1. Strictly Necessary

These are required for the website to function and operate and enable technical functionality and provide services requested by you. For example, setting of country and language preferences, keeping you logged in during your visit, security and fraud prevention. Strictly necessary cookies cannot be disabled and do not require

2. Performance

These help us us to col to websites so we can r improve the performan These tracking technol information that is agg



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Online technologies can be categorised into the following five groups:



2. Performance

These help us us to count visits and traffic to websites so we can measure and improve the performance of our websites. These tracking technologies collect information that is aggregated.

3. Funct

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Online technologies can be categorised into the following five groups:

3. Functional

These enable the website to provide enhanced functionality and personalisation. They may be set by us or by our third-party partners whose services we have added to our pages. If you do not allow these technologies, then some or all of our services may not function properly.

4. Adve

These n party pr interest: services purchas apps. W informa personc recomm and bel technok targete party p



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Online technologies can be categorised into the following five groups:

1. Identification

These technologies are used to identify you by us or our third-party partners. We use these technologies to provide you with services and to improve our website. You do not have to allow us to use these technologies or all of them to use our website properly.

4. Advertising & Targeting

These technologies are used to allow us or our third-party partners to learn more about your interests including which products and services you are interested in or have purchased on any of our websites and apps. We and our partners use this information to show you more personalised marketing and product recommendations based on your interests and behaviour. If you do not allow these technologies, you will experience less targeted advertising by us and our third-party partners.

5. Social Media

These technologies are used to allow us or our third-party partners to connect with your social media network. We use these technologies to build your profile and to help you see content that is relevant to you. You do not have to allow us to use these technologies to use our website properly.



Online technologies can be categorised into the following five groups:

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4. Targeting

... be our or our third-
earn more about your
which products and
terested in or have
of our websites and
partners use this
w you more
eting and product
based on your interests
ou do not allow these
will experience less
ing by us and our third-

5. Social

These may be used to enable you to share our content with your friends and networks. They are capable of tracking your browser across other websites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these technologies you may not be able to use or see these sharing tools.



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Preference centre

If it is your first time visiting any of our websites or apps, depending on your location you can either choose to select "accept" our use of online technologies, or if you wish to manage your preferences either at the category or vendor level this can be done using the "cookie settings" option. Alternatively, you can choose to "reject all" online technologies.

If you do not accept, these cookies will not be placed on your device. The only cookies that are always active are Strictly Necessary Cookies.

You can update and manage your cookie preferences at any time by using the "Manage my cookies" link in the footer of any of our websites or in our apps, which will open our preference centre.

Browser Settings



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Browser Settings

In addition to our preference centre, most browsers will enable you to manage your cookies preferences e.g., have the browser notify you when you receive a new cookie or use it to disable cookies altogether. If you do decide to disable or delete these altogether some sites won't work as well, as they rely on online technologies.

If you do not wish to allow us and third-party organisations to use online technologies within our emails, such as pixel tags, the best way to do this is not to enable images when you view our emails. In other words, only view the plain text of the email. Some web browsers and email clients have settings or extensions available to disable / block such cookies such as Gmail.

AD CHOICES

When you see an Ad Choices icon on any advertising whether from us or a third party you can follow the link for more information about behavioural advertising practices please visit <https://www.youronlinechoices.eu>.



Tracking Pixels: What They Are & How They Work in 2025

🕒 September 22, 2025

📄 Related product

👤 Audience



Roman Vinogradov

VP of Products, Improvado

Data extraction & loading




Analysts

Every marketing report relies on accurate conversion data, but how do platforms truly track user interactions across websites and ads? The answer lies in tracking pixels—small but powerful tools that collect behavioral data, attribute conversions, and optimize campaign performance.

This article breaks down what tracking pixels are, how they work, their benefits, and crucial

Optimize Tracking Pixel Data with 40% Faster, 99.9% Accurate Insights

Enter work email

What Is a Tracking Pixel?

A tracking pixel, often referred to simply as a "pixel," is a 1x1 transparent image embedded in web pages, emails, or digital ads. While invisible to users, it plays a crucial role in collecting behavioral and engagement data to enhance marketing analytics and campaign performance.

When a user loads a webpage or opens an email containing a tracking pixel, it triggers a request to a server, sending key interaction data. This allows marketers, advertisers, and website owners to analyze user activity, track conversions, and optimize ad spend.

Key insights provided by tracking pixels include:

- **Pageviews:** Tracks how often a specific webpage is visited.
- **User Data:** Captures IP addresses, device types, browsers, and geographic locations.
- **Conversion Tracking:** Identifies when a user completes key actions, such as submitting a form or making a purchase.
- **Ad Performance:** Measures impressions, clicks, and post-click conversions to assess the effectiveness of digital advertising campaigns.

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[How Does a Tracking Pixel Work?](#)

[Tracking Pixel vs Cookies](#)

[Types of Tracking Pixels](#)

[Benefits and ROI of Pixel Tracking](#)

[How Does Tracking Pixel Data Become Actionable?](#)

[The Risks and Benefits of Pixel Tracking](#)



[Are Tracking Pixels Legal? \(GDPR, CCPA, & HIPAA\)](#)

The Risks and Privacy Concerns of Pixel Tracking

While incredibly useful, tracking pixels are not without controversy. The main issue revolves around user privacy and the ethical implications of data collection.

Understanding these risks is crucial for both marketers and users.

Invasion of user privacy & lack of transparency

One of the biggest concerns is that tracking pixels collect data about users without their explicit knowledge or consent. This unseen collection of personal and behavioral information can feel like an invasion of privacy.

While some pixels are declared in privacy policies, the average user often doesn't realize the extent to which their online activities are being monitored by various trackers embedded across the web.

This lack of transparency erodes trust and raises significant ethical questions about data collection practices.

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Are Tracking Pixels Legal? (GDPR, CCPA, & USPTA)

Misuse of data and intrusive advertising

The data collected by tracking pixels can be extensive, including browsing history, interests, demographics, and even purchase intent. There's a risk that this highly detailed information could be misused by third parties.

This might include sharing data with other companies without user awareness, or using it to create highly intrusive and persistent advertising that feels overly personalized or even manipulative.

Even seemingly anonymized data, such as "hashed" identifiers, can sometimes be de-anonymized, leading to a loss of true user privacy.

Data security risks and breaches

Any system that collects and stores vast amounts of user data is a target for cyber threats. Tracking pixel data, if not adequately secured, can be vulnerable to data breaches. If this sensitive information falls into the wrong hands, it can lead to identity theft, fraud, or other malicious activities.

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Key Takeaways

1. A massive amount of our personal information is collected and sold, even from something as simple as going to a concert.
2. Local laws matter, and companies know how to comply.
3. New Mexico can protect its residents from overreach and exploitation.

Recommendations

Enact robust online data privacy protections. This means:

1. Data minimization
 - a. Only collect what you need to. Beyond that, just ask.
2. No sneaky loopholes
 - a. Exempt regulated data, not full entities
3. Support for small businesses
 - a. Ensure mom & pop businesses aren't overly burdened, but rather have an even playing field
4. Strict protections for especially sensitive information like health data

NM CHISPA

New Mexico Community Health and Information Safety & Privacy Act

Crafted with community advocates, technical experts, and legal experts specifically for New Mexico



What Would CHISPA Do?

From our children to our grandparents, this approach will provide meaningful protections for everyone in New Mexico using the internet, and help prevent bad actors from being able to prey on others.

Our families and communities deserve safety and privacy.





This Bill Will:

- Provide common-sense protections for everyone online
- Reduce abuses from targeted advertising
- Prevent others from tracking our online activity and precise location without our knowledge
- Prevent the unnecessary collection and sale of our personal information without our affirmative opt-in – helping to keep it out of the hands of those who would use it to manipulate, harass, intimidate, criminalize or discriminate against us.





This Bill Will:

- Help prevent profiling and discrimination based on our age, political and religious views, health status, and more
- Give users more control over notifications, messages from strangers, and profile-driven content feeds, with minor-specific protections





CHISPA: Key Provisions

- Data minimization: Collect what you need. Ask permission for more.
- Strict restrictions on sensitive data collection and use: Sets heightened protections for collection and use of sensitive data (i.e., biometrics, geolocation, health data)
- Civil rights: Extends civil rights to online spaces by prohibiting entities from processing data in a way that discriminates or otherwise makes unavailable the equal enjoyment of goods and services.





CHISPA: Key Provisions

- Opt-in consent: the consent the bill requires must be clear and affirmative to use data for advertising or data brokerage.
- Manipulative design restrictions: Prohibits obtaining consent in ways that are misleading or manipulative (e.g., dark patterns).
- Individual rights: Gives consumers the rights to access, correct, and delete personal information about them.
- Strong enforcement
- Exemption for small businesses





What would this look like in practice?

The mechanisms already exist

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[Privacy Notice](#)

[Summary](#)

[What Information We Hold & Where We Get It](#)

[How We Use Your Information & Why](#)

[Who We Share Your Information With And Why](#)

[Your Choices And Rights](#)

1. Your choices

Where you have given us your permission you can manage your preferences by doing the following:

- **To stop receiving our marketing** you can change your preferences within your account, follow the unsubscribe instructions in any of the emails we send you or contact us and we will do it for you.
- **To control our use of cookies and tracking tools**, please see our [Cookie Policy](#). This can also be done by updating your preferences in the cookie management tool on any of our websites and apps.
- **To opt out of location tracking and push notifications**, you can change the settings on your device or keep your location off. To stop web push notifications, you will need to use your browser settings.
- **To stop being contacted as part of fan feedback**, you can unsubscribe through the mechanisms in the messages to you or contact us and we will do it for you.
- **To manage personalization settings**, you can change your preferences within your account. If this option is not available, you can contact us and we will do it for you.



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2. Your rights

As a global company, our fans are located all over the world. Depending on your market, there are specific laws and regulations around privacy rights such as the GDPR in Europe, LGPD in Brazil and CCPA in United States.

You may designate an authorized agent to submit requests, using the below instructions, on your behalf. For an authorized agent to be considered verified, you must provide the authorized agent with a signed, written affidavit to make such requests, or a power of attorney. We may need to follow up with you to verify your identity or authorization before processing an agent's request. If you do not follow these instructions we may not be able to process your requests.

Global Rights (excluding United States)

United States Rights



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How We Use Your Information & Why

Who We Share Your Information With And Why

Your Choices And Rights

You have certain choices about how we use your information.

You have rights pertaining to the collection, use, and sharing of your personal information.

Depending on where you live in the United States, for all other countries please see Global Rights above, you may have specific rights around your personal information.

Below we explain what those rights are and how you can exercise them:

- **Disclosure.** You have the right to request a report showing the personal information collected, shared, and sold about you.
- **Deletion.** You have the right to request that we delete your account and any personal information collected from or about you. The request to delete your account cannot be made where you have a ticket or transaction for a future event even if you have printed or received these tickets. Once the event has passed then this request can be exercised. A deletion of your account will result in loss of access to any digital assets (i.e. NFTs) that you may own.
- **Correction.** You have the right to request that we correct inaccurate personal information collected from or about you.
- **Opt-Out of Sale/Profiling.** You have the right to opt-out of the sale of your personal information. This will also opt you out of targeted advertising or profiling. To opt-out click [here](#).
- **Non-Discrimination.** We shall not discriminate against you based on your



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> **Non-Discrimination.** We shall not discriminate against you based on your exercise of any of the above rights.

You may enact any of the above rights by submitting a request clicking [here](#) or calling us at 855-663-0150. You may also submit your request by mailing a letter to the address at the bottom of this policy. Please be sure to include your full name, email address, and which type of request you are making in your letter.

Your "Do Not Sell or Share" Rights. Under applicable United States laws and regulations, you may have the right to opt-out of Ticketmaster's sale or sharing of your personal information. **You may exercise this right to opt out online by submitting a "Do Not Sell or Share My Information" request [here](#).** Alternatively, you may submit a request to opt out of sales or sharing by calling us at 855-663-0150.

Oregon Consumer Privacy Act: You may have the right to obtain additional information about third parties with whom we share your personal information. To learn more [email us](#).

Minnesota Consumer Data Privacy Act: You may have the right to obtain additional information about third parties with whom we share your personal information. To learn more [email us](#).

To verify your identity, we may collect information such as your full name and email address. This information will be compared to our existing records to verify the



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To verify your identity, we may collect information such as your full name and email address. This information will be compared to our existing records to verify the identity of the individual submitting the request. We may also require you to confirm your request via an automated email message before responding to your privacy rights request. Depending on the sensitivity of the information requested and the type of request, we may require additional information to verify your identity before responding. We will respond to your request within 45 days if possible and required under the law. Please note that if you we deny your request, you may appeal this denial by contacting us using the information at the bottom of this policy.

Personal Information Collected:

- Names and Aliases
- Physical Address
- Phone Number
- E-Mail Address
- IP Address
- Unique Identifiers
- Interactions with Customer Service



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Information	made on our services			
	Individual's Preferences and Attributes	x	x	Business Partners, Data Brokers, Technical Service Providers
Internet/ Electronic Activity	Cookies/Web Beacons	x	x	
	Device Attributes	x	x	
Sensitive Personal Information	SSN/TIN	x		Technical Service Providers, Government Agencies
	Health Information	x		
	Drivers License/Passport Number	x		
	Demographic Information	x		Technical Service Providers
	Precise Geolocation	x		





But - if our rights & choices are hidden deep in terms of use, every day New Mexicans will be disadvantaged. We deserve opt-in consent.

Deloitte.

Your privacy

Deloitte uses strictly necessary cookies and similar technologies to operate this website and to provide you with a more personalized user experience. In addition to strictly necessary cookies, Deloitte uses optional cookies to enhance and personalize your experience, conduct analytics such as count visits and traffic sources, provide advertisements and interact with third parties.

By clicking "**Accept optional cookies**" you agree to the placement of optional cookies on your device. You can manage your cookie preferences or withdraw your consent to the use of optional cookies at any time by clicking the "**Customize cookies**" link. Depending on your selected cookie preferences, the full functionality or personalized user experience of this website may not be available.

For more information, please review our terms [Cookie policy](#)

Strictly Necessary Cookies Always Active

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Functional Cookies

Performance Cookies

Reject All Confirm My Choices

Cookie Settings

When you visit any of our websites, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and manage your preferences. Please note, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

Strictly Necessary

Performance Cookies

Functional Cookies

Targeting Cookies

Confirm my choices Accept all cookies Cancel

Your privacy

By clicking "Accept all cookies", you agree Stack Exchange can store cookies on your device and disclose information in accordance with our [Cookie Policy](#).

Accept all cookies Necessary cookies only

Customize settings

Customize cookies Decline optional cookies Accept optional cookies

Customize Details About

This website uses cookies. When you visit any website, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and change our default settings. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.

STRICTLY NECESSARY COOKIES FUNCTIONAL COOKIES PERFORMANCE COOKIES TARGETING COOKIES

Reject all Allow selected Allow all



La Moncloa

English



President ▾ Government ▾ Press ▾ Spain ▾



Official website of the president of the Government of Spain and the Council of Ministers



The Government of Spain begins the process to guarantee the voluntary termination of pregnancy in the Constitution

The Government has also activated the procedure to ensure that all autonomous communities comply with the obligation to maintain a register of objectors to this women's right.

Aid from the Immediate Response.

This website uses its own and third-party cookies to maintain the session, offer a better user experience and obtain statistical data on user navigation. For more information see [Cookies policy](#)

Accept

Reject



Internet safety also means protecting access to the information our families and communities need to be healthy and thrive.

Many other states are also moving to increase privacy and safety protections. Some of these approaches aren't effective, and others would end up cutting off access to essential information and spaces online, especially on topics related to reproductive health care, mental health and LGBTQ+ well-being.

We need to address privacy and safety in a way that protects both privacy AND access, as a holistic approach to safety.



The time is now.

- Unprecedented levels of surveillance and data gathering
- Everyone is impacted - with some groups especially targeted and vulnerable: immigrants, LGBTQ+ communities, medical providers, patients, religious groups, elected officials, protestors
- New Mexico communities are already being impacted - our safety and our neighbors' safety is at stake.



**Protect our
Privacy,
Protect our
Communities.**





NM CHISPA Coalition

Includes:

- ACLU National
- ACLU of New Mexico
- Bold Futures New Mexico
- Center for Civic Policy
- Coalition to Stop Violence Against Native Women
- Conservation Voters New Mexico
- Equality New Mexico
- Indigenous Women Rising
- New Mexico Coalition of Sexual Assault Programs
- New Mexico Dream Team
- Planned Parenthood of the Rocky Mountains
- Progress Now New Mexico
- Tewa Women United
- Transgender Resource Center of New Mexico