

General Pride Ticket Terms & Conditions

- The West Midlands Metro (WMM) full terms and conditions apply and can be found on our website [here](#)
- Your Ticket will be in digital format and only redeemable via the My Metro App. Other forms of tickets will not be available or accepted. WMM is not liable for any Tickets that are lost, stolen or damaged, or for any electronic tickets that are not accessible due to your device being inaccessible due to corruption, viruses, depleted batteries or otherwise damage.
- Only Pride tickets purchased through the event sellers' Birmingham Pride Website have access to these discounts. Tickets bought from third-party sites can not benefit from this discount.
- Pride ticket holders will receive an email from the official ticket sellers and this must be redeemed using the unique URL code in the email to activate the discount on the My Metro App.
- Tickets are not issued on a sale or return basis and cannot be cancelled or exchanged after the URL has been activated in accordance with our Terms and Conditions.
- We may seize and/or cancel without refund any Ticket purchased using methods generated under false means or using fraudulent devices or similar methods.
- You must present a valid digital Ticket on the MyMetro App upon request for inspection at any time during your journey. Failure to present your Ticket when requested may result in you being issued a penalty fare and required to pay the full fare due for the journey.
- West Midlands Metro shall have no liability if the eligible ticketholder fails to receive notices due to ticketholders' spam, junk e-mail or other security settings or for the holder's provision of incorrect or otherwise non-functioning contact information.
- West Midlands Metro will only use the personal details supplied for the administration of the discount code on the MyMetro app only unless we have your consent to use it for other purposes. Your details will always be kept confidential and in accordance with current Data Protection legislation. Any personal data relating to this offer will be used in accordance with our privacy policy which can be found [West Midlands Metro GDPR Data Policy](#). Data will be stored for 3 months after the close of the promotion before deletion. You can request access to your data, or have any inaccuracies rectified, by sending an email to customerservices@westmidlandsmetro.com [By participating in the promotion, you agree to the use of your data as described here.