

# CALIFORNIA PRIVACY RIGHTS

Effective Date: 1 May 2023

Last Updated On: 1 May 2023

These California Privacy Rights (“**California Privacy Rights**”) supplements the information provided in the CSM Sports & Entertainment, Inc., (“**CSM**”, “**we**”, “**us**”, or “**our**”) Privacy Policy located [here](#). These California Privacy Rights apply solely to all visitors, users, customers, and suppliers who reside in the State of California (“**consumers**” or “**you**”). Any terms used below and not otherwise defined have the meaning given to them under California law and regulation.

These California Privacy Rights do not apply to CSM workforce-related information collected from employees who are based in California. If you are a CSM employee based in California, please review the employee privacy policy located in your employee handbook.

## 1. Categories of Information We Collect

CSM collects several categories of Personal Information. Within the last twelve (12) months, we may have collected the following categories of Personal Information:

- **Identifiers:** consisting of name, address, telephone number, email address, age, date of birth, driver’s license number, username and authentication credentials, IP address;
- **Consumer Information under Cal. Civ. Code 1798.80(e):** consisting of information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, bank account number, credit card number, debit card number, and other financial information;
- **Commercial Information:** consisting of products or services purchased, obtained or considered, other purchasing or consuming histories or tendencies, payment information, transaction history;
- **Internet or other Electronic Information:** such as computer Internet Protocol (IP) address; unique device identifier (UDID), e.g., MAC address; Cookies and other data linked to a device; real time location via GPS; and data about usage of the CSM Services and communications. Note, however, we do not consider Device Data to be Personal Information except where we link it to you as an individual or where applicable law requires;
- **Geolocation:** consisting of approximate location based on IP address;
- **Audio, Electronic, and Visual Data:** consisting of customer support calls, video recordings, and electronic device information; and
- **Inferences:** inferences drawn to create a profile.

CSM does not knowingly collect or store information about minors under the age of 16, except as legally required or professionally required in our capacity as required by our Services. If you believe that we have unintentionally received Personal Information about a minor under the age of 16 years old, please contact us at [csm.legal@csm.com](mailto:csm.legal@csm.com).

## 2. Sources of Collection of Personal Information

We collect the above categories of information from the following sources:

#### **Information You Provide Directly to Us.**

We collect Personal Information that you provide directly to us. Personal Information is required to use certain online or service features, for example, to create online accounts, purchase products or services, contact us via email, phone, or our Contact Us form (where we may retain the content of your message and our response), submit job application materials, receive, or request data from us (e.g., catalogs and newsletters), and respond to communications from us (e.g., surveys and promotional offers).

#### **Information from Third Parties.**

We may obtain data about individuals from various third-party companies and public sources, and we may combine that data with Personal Information or other data we collect. This enhances our existing data about our users, improves our ability to contact you, and enhances our marketing capabilities. We may receive data about you from third parties including but not limited to the sources listed below.

#### **Information from Automatically Collected Data.**

We automatically collect certain information from you when you access our websites. We may collect data about how you use (i) your online account, and (ii) the website when you are logged into your account. We may combine data automatically collected from you with other Personal Information about you.

### **3. How We Use Your Information**

We may use Personal Information for the purposes stated or agreed-to (or as is obvious) at the point of collection. For example, we use Personal Information to respond to your questions, comments, or complaints. We may also use Personal Information as requested or consented to by you. We (or our third-party service providers on our behalf) use the above categories of Personal Information for the following business purposes:

- **Complying with Legal Obligations**: To comply with applicable law or legal process served on us.
- **Service fulfillment**: To provide you the products, services, or information that you may have requested; to display individual pricing information to you; and to provide you access, and management and application options.
- **Business Communications**: to communicate with you relating to changes in policies, notice of account expiration, to provide you with any information, for marketing and advertising purposes, or to reply to any inquiry you have sent to us.
- **Market Research**: To review survey and research data and insight on how users perceive our services or products.
- **Record Keeping**: To keep accurate and up to date records of individuals who access, visit, purchase, or otherwise interact with our services and offerings.
- **Maintenance**: To operate or conduct maintenance and repair of our equipment or to detect, prevent and/or otherwise address fraud, security, or technical issues.
- **Validation of Submitted Information**: To verify the authenticity and accuracy of any Personal Information submitted directly to us.
- **Enforce or apply our Agreements**: This includes our website Terms of Use located [here](#), and other agreements, including for billing and collection purposes.
- **Fulfil Legal Requirements**: To the extent required by relevant law, we may be obligated to use and disclose Personal Information to government authorities or to third parties pursuant to a subpoena or other legal processes.

- **Facilitate Business Transitions:** Market the company to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of CSM's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by CSM about our website users is among the assets transferred.
- **Protect the Company:** To protect the rights, property, or safety of CSM, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

We do not use, disclose, or share Sensitive Personal Information for any purpose other than those purpose for which it was specifically collected.

## 4. Categories of Third Parties Receiving Personal Information

A. Disclosures for a Business Purposes. To carry out our business purposes listed above, in the past twelve (12) months, the following categories of Personal Information may have been disclosed to our parent company, subsidiaries, affiliates, advisors, law enforcement, and third parties that provide services to CSM or on our behalf: (1) identifiers, (2) consumer information under Cal. Civ. Code 1798.80(e), (3) commercial information, (4) internet or other electronic information, (5) geolocation, (6) audio, electronic and visual data, and (7) inferences.

B. Sale and Sharing for Commercial Purposes. In the past twelve (12) months, we have not sold or shared Personal Information for a commercial purpose to third parties. We do not sell or share for commercial purposes the Personal Information of children under the age of 16. California residents have the right to opt out of the sale or sharing for commercial purposes of their Personal Information. However, because we do not sell Personal Information, no such opt out is required or necessary.

## 5. California State Privacy Rights

California residents may make the following requests regarding their Personal Information, except in limited instances.

**Consumer Rights.** Subject to certain exceptions, residents of certain states may have the right to:

- request access to your Personal Information;
- request correction correction of your Personal Information;
- request to know the categories of Personal Information, the categories of sources from which such Personal Information is collected, the purpose for collecting, selling, or sharing Personal Information, and the categories of third parties to whom we disclose Personal Information;
- request deletion of your Personal Information; and
- request information about the Personal Information about you that we have disclosed, shared, or "sold" (as such term is defined under applicable law) to third parties within the past 12 months.

You also have the right to be free of discrimination if you elect to exercise any of the above rights. Should you wish to exercise any of your rights as detailed above, we will not discriminate against you by offering you different pricing or services based solely upon your exercise of the above rights.

You also have the option of designating an authorized agent to exercise your rights on your behalf.

You, or your authorized agent, may exercise these rights by contacting us via email us at [csm.legal@csm.com](mailto:csm.legal@csm.com) and providing us with the information below:

Name: [.]  
Email: [.]  
Your relationship to CSM: [.]  
Type of Request: [.]  
State of Residence: [.]  
Request Details: [.]

In order to verify your request, you must provide sufficient information to allow us to reasonably verify you are the person about whom we collected Personal Information or that you are the authorized agent of such person. We may require additional information in order to verify and authenticate the request. This additional information may require additional information from the data subject or his/her/its authorized agent, which may include proof of your written authorization to the agent to be your agent and to make the specific request submitted, unless the agent is subject to a Power of Attorney under California probate laws. You must describe your request with sufficient detail to allow us to properly understand, evaluate, and respond to your request.

We will strive to respond to your request in a timely manner as required by law. Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. We may charge a fee to process or respond to your request if it is excessive, repetitive, or manifestly unfounded.

**CALIFORNIA'S "DO-NOT-TRACK" REQUIREMENT. WE CURRENTLY DO NOT HONOR "DO NOT TRACK" REQUESTS.**

## 6. Retention of Personal Information

We retain Personal Information for as long as necessary to meet the purpose for which we collect it and to fulfill the purposes outlined in these California Privacy Rights and as otherwise needed to address tax, corporate, compliance, litigation, and other legal rights and obligations.

## 7. Changes to Our California Privacy Notice

CSM reserves the right to amend this California Privacy Notice at our discretion and at any time. When we make changes to this California Privacy Notice, we will post an updated notice on our website with the effective date.

## 8. Contact Information

If you have any questions regarding these California Privacy Rights please contact us with your name and contact information via:

Full Name of Legal Entity: CSM Sport & Entertainment, Inc.  
Email Address: csm.legal@csm.com  
Postal Address: 8770 Guion Road, Suite G, Indianapolis, Indiana, 46268