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## PRIVACY POLICY – YOUR PRIVACY RIGHTS

Effective Date: September 12, 2021

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### SCOPE

This Privacy Policy (“Policy”) describes how Collegiate Licensing Company (“CLC,” “we,” or “us”) treats personal information we collect about you through our website (the “Platform”) in relation to the 2021 Great College Tailgate Competition (the “Competition”). This policy does not apply to any data that CLC may collect in any other context not related to the Competition.

This Platform is operated in the United States and intended for use by individuals who are located in the United States. By using our Platform or by choosing to give us personal information, you signify your consent to this Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use the Platform, and do not give us any personal information.

If you are a resident of California, click here to view our **California Privacy Notice**.

If you are a resident of Nevada, click here to view our **Nevada Privacy Notice**.

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### TYPES OF PERSONAL INFORMATION WE COLLECT

In relation to the Competition, CLC collects personal information from you and about you. Here are some examples of the personal information we may collect:

- **Identifying Information.** For example, we may collect your name, address, unique personal identifiers, online identifiers, telephone number and email address. We may also collect your mobile phone number.
  - **Eligibility Information.** If you win the Competition, we may collect information to ensure you are an eligible winner. This may include your address, date of birth, and an affidavit of eligibility.
  - **Social Media Information.** We may collect personal information you post on our social media pages. We may also collect your social media profile information and personal information posted on your page.
  - **School Information.** If you are a student, we may collect the name of your school, class year, and whether you play a sport. If you are a booster or fan, we may collect information about your school or sport preferences, your alma mater and year of graduation.
  - **Commercial Information.** We may collect personal information that could identify you and relates to the services in which you are interested or have considered. We may also collect personal information about your consuming history or tendencies.
  - **Information You Post or Submit.** We may collect personal information you post in a public space on our Platform. We may collect personal information that you submit when you contact our customer service team or your account representative. We may also collect information when you enter a promotion or complete a survey.
  - **Device Information.** For example, we may collect the type of device you use to access our Platform. We may also collect your browser information, device identifier, IP address or operating system type.
  - **Internet Information.** If you use our website, we may collect information about the browser you are using or your browsing or search history. We might look at what site you came from, or what site you visit when you leave us. We may also collect information about how you interact with an advertisement.
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### HOW WE COLLECT YOUR PERSONAL INFORMATION

In relation to the Competition, CLC collects your personal information in different ways. Below are some examples of how we may collect your personal information.

- **Directly From You.** For example, when you:
  - Participate in the Competition.
  - Submit information to, or through, our Platform.
  - Submit a request to, or engage with, our customer service team.
  - Interact with our social media pages.
  - Provide information about your eligibility to participate in the Competition.
  - Otherwise interact with us.
- **Passively.** For example, when you:
  - Visit and navigate our Platform on any device.
  - Enable location-based features on our Platform.

We may also collect personal information about users over time and across different websites and devices when you use the Platform. Third-parties also collect personal information this way on our Platform.

- **From Third-parties.** We may receive personal information about you from other sources. For example, this may include receiving personal information from:
  - Our business partners, including schools or universities, sports teams or competitions, online advertising networks, analytics vendors, and third parties that promote our products via their own platforms.
  - Social media sites or job posting sites, including Facebook, Twitter, Snapchat, TikTok, Pinterest, YouTube and Instagram.
- **Combining Information.** For example, we may:
  - Combine personal information that we collect offline with personal information we collect through our Platform.
  - Combine personal information we collect about you from the different devices you use to access our Platform.
  - Combine personal information we get from third parties with information we already have about you.

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## HOW WE USE YOUR PERSONAL INFORMATION

Examples of how we may use your personal information collected through the Platform or in relation to the Competition include:

- **To Run and Improve the Competition.** This could include processing your submissions or votes or otherwise fulfilling your requests related to the Competition. This may also include using your information to make the Competition better or improve your experience with us.
- **To Understand Your Interests.** For example, we may use your personal information to better understand what interests you, including what team(s) you support.
- **To Respond to Your Requests or Questions.** This may include responding to your feedback or notifying you if you win a promotion.
- **To Communicate With You.** We may communicate with you about your submission, eligibility for the Competition or our relationship. We may also contact you about this Policy or our Platform terms and conditions.
- **To Determine Your Eligibility.** We may use your personal information to verify your identity or determine your eligibility for the Competition. For example, this may include verifying your age, date of birth and state of residence.
- **For Marketing Purposes.** We may provide you with information about new products and special offers. We might use your personal information to serve you ads about our offers. We might tell you about new features or updates. These might be third-party offers or products we think you might find interesting. We may also use

your personal information to send you electronic communications, including through email or text message. We and our partners may engage in interest-based advertising using information gathered across multiple websites, devices, or other platforms. This may include retargeting or other online behavioral advertising. For more information about your choices related to these communications, see the **Choices Regarding Your Information** section below.

- **For Security Purposes.** This could include protecting our company and consumers who use our services. It may also include protecting our Platform or investigating a potential fraud.
- **To Create De-Identified Information.** We may anonymize, aggregate, strip or otherwise de-identify personal information of identifying characteristics and may use or share that data with third-parties for any purpose we deem appropriate.
- **As Otherwise Permitted or Required By Law or As We May Notify You.** This includes using your information for our legitimate business needs.
- **As Requested Or Directed By You.**

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## HOW WE SHARE YOUR PERSONAL INFORMATION

We may share personal information collected on the Platform or in relation to the Competition in the following ways:

- **As Directed By You.** If you opt in or otherwise direct us to, we will share your information with schools or sports teams that you support. **We do not control the privacy practices of these schools or sports teams, and note that they may use your information to provide marketing communications or for other purposes.** Please check the privacy policies of these schools or sports teams for additional information.
- **On Our Platform.** For example, we may publicly display personal information you post on our Platform or social media sites. In particular, we may also display information you submit in connection with the Competition to enable other participants to vote on your submission.
- **Internally.** We may share your personal information with our affiliates and subsidiaries for the purposes described in this Policy. This may include sharing information with other entities within the Learfield family of companies.
- **With Our Business Partners.** For example, we may share your information with schools or sports teams in connection with the Competition. These schools or sports teams may post your information to their social media or other public-facing platforms, including if you are a winner of the Competition. We may also share personal information with social media sites, advertisers, media buying agencies, advertising networks and advertising service providers for the purposes described in this Policy. We may also share personal information with companies that help us learn more about our customers.
- **With Our Service Providers.** We may share your personal information with third-parties who perform services on our behalf. For example, this may include merchandise vendors. It may also include companies that send emails on our behalf or help us run our Platform.
- **With Any Successors to All or Part of Our Business or One of Our Brands.** For example, this may occur if CLC merges with, is acquired by, or sells a brand or part of its business to another business entity. This may include an asset sale, corporate reorganization or other change of control. We may sell or transfer our customer personal information as an asset or as part of a larger transaction action.
- **To Comply With the Law or To Protect Ourselves.** For example, this could include responding to a court order or subpoena. It could also include sharing personal information if a government agency or investigatory body requests. We might share personal information when we are investigating a potential fraud. This could include fraud we think has occurred during the Competition. We may also share information if you are the winner of the Competition with anyone who requests a winner's list.
- **As Requested Or Directed By You.** This may include instances where you ask us to share your personal information with a third-party, including a university or a marketing vendor.
- **For Other Reasons We May Describe to You At the Time of Collection.**

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## CALIFORNIA PRIVACY NOTICE

The California Consumer Privacy Act (“CCPA”) requires us to make specific disclosures about how we collect, use and share the personal information of California residents who are subject to CCPA. CCPA also grants such California residents certain rights related to their personal information. **This section describes our personal information practices offline and online, and contains these required disclosures and instructions for California residents who wish to exercise their rights under CCPA.**

Please note that, to the extent permitted under CCPA, this section does not apply to the personal information of California residents that we collect:

- From our workforce members for employment-related purposes
- In the course of certain business-to-business transactions
- For or on behalf of our business customers in connection with our provision of our products and services to those customers. **If you have questions about the privacy practices of our customers, including colleges and universities, please contact them directly.**

**We are required under CCPA to tell you which categories of “personal information” we collect, and which of these categories we disclose for “business purposes” or for “sale” purposes as these terms are defined under CCPA.**

- In the past 12 months, we have collected the following categories of personal information from California residents: identifiers; categories of personal information described in subdivision (e) of Section 1798.80, including physical characteristics or description; commercial information; internet or other electronic network activity information; audio, electronic and visual information; geolocation information; professional or employment-related information; education information; and inferences drawn from the categories in this paragraph.
- **For the purposes of the Great College Tailgate Competition, we will not engage in the “sale” (as this term is defined in CCPA) of personal information collected in connection with the Competition.** If you would like to limit the cookies and other tracking tools used on Platform, please see the Choices section below.
- **We may disclose any of the above categories of personal information for “business purposes” as this term is defined in CCPA.**
- We may collect personal information as described in the “**HOW WE COLLECT YOUR PERSONAL INFORMATION**” section of this Policy
- We may use personal information we collect for “business purposes” and “commercial purposes” as these terms are defined in CCPA. These purposes are as described in the “**HOW WE USE YOUR PERSONAL INFORMATION**” section of this Policy.
- We may share personal information we collect with third-parties as described in the “**HOW WE SHARE YOUR PERSONAL INFORMATION**” section of this Policy.

**California resident rights under CCPA.** Subject to certain exclusions included in CCPA, and as relevant to our operations, California residents have the rights listed below. We may take steps to verify your identity, as permitted or required under CCPA, before we process your request. Verification may include asking you to provide information about yourself that we can match against information already in our possession.

- **Notice.** This means that you can request that we disclose the categories of personal information we have collected about you; the categories of sources from which such personal information is collected; the categories of personal information we have “sold” or disclosed for a business purpose; the categories of third-parties to whom the personal information was “sold” or disclosed for a business purpose; and the specific pieces of personal information we have collected about you in the last 12 months.
- **Deletion.** This means that you can request that we delete personal information about you which we have collected from you.

- **Opt-Out.** CCPA provides a right to opt-out of the “sale” of personal information as that term is defined in CCPA. **For the purposes of the Great College Tailgate Competition, we will not engage in the “sale” (as this term is defined in CCPA) of personal information collected in connection with the Competition.** If you would like to limit the cookies and other tracking tools used on Platform, please review the instructions below in the Choices section.
- **Equal prices and services.** This means that we are prohibited from discriminating against you if you exercise your rights under CCPA.

Agents that you have authorized to act on your behalf may also submit CCPA requests as instructed below. The agent must also provide evidence that they have your written permission to submit a request on your behalf. If we are unable to verify the authenticity of a request, we may ask you for more information or may deny the request.

**California residents who wish to exercise their rights under this section can contact us at [Legal@clc.com](mailto:Legal@clc.com). Please include your name, email address and indicate you are a California resident making a “CCPA” request. Please also identify that your request relates to the Great College Tailgate Competition.**

**Additional Information about your California Rights.** If you reside in California, you have the right to ask us one time each year if we have shared personal information with third-parties for their direct marketing purposes. To make a request, please send us an email at [communications@clc.com](mailto:communications@clc.com) or write to us at the address listed below. Indicate in your email or letter that you are a California resident making a “California Shine the Light” inquiry. Please also identify that your request relates to the Great College Tailgate Competition.

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## NEVADA PRIVACY NOTICE

If you are a Nevada resident, under Privacy and Security of Personal Information Chapter of the Nevada Revised Statutes Section 603A (“603A”), you have the right to submit a verified request to us, directing us not to make any sale of certain “personal information” as defined under this law that we have collected or will collect about you.

**Nevada residents who wish to exercise their rights under this section can contact us by email at [Legal@clc.com](mailto:Legal@clc.com). Please indicate you are a Nevada resident making a “Nevada Opt-Out” request and please also identify that your request relates to the Great College Tailgate Competition.**

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## CHILDREN UNDER 18

The Platform where this Policy is located are meant for adults. We do not knowingly collect personally identifiable data from persons under the age of 18, and strive to comply with the provisions of COPPA (the Children’s Online Privacy Protection Act). If you are a parent or legal guardian and think your child under 18 has provided us with personal information, please contact us at [Legal@clc.com](mailto:Legal@clc.com). You can also write to us at the address listed at the end of this website Policy. Please mark your inquiries “COPPA Information Request.” Parents, you can learn more about how to protect children’s privacy on-line [here](#).

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## CHOICES REGARDING YOUR INFORMATION

You have certain choices about how we use your personal information. Certain choices you make are browser and device specific.

### **Marketing Communications:**

You can opt out of receiving our marketing communications. Note that you may still receive transactional messages from us, including information about your account and responses to your inquiries. To opt out of receiving our marketing communications, you can follow the instructions contained in the communication.

### **Cookies & Other Tracking Technologies:**

#### **How To Opt-Out of All Cookies:**

- **Cookies:** You can adjust your browser to control cookies to require your affirmative acceptance for new cookies, automatically reject cookies and/or delete or disable existing cookies. How you do so depends on the type of cookie and the browser that you are using. For more information on how to control browser cookies, [click here](#). If information about your browser is not available through this page, please search your browser for instructions about how to opt-out of cookie collection.
- **Flash Cookies:** You may need to take an additional action to manage flash cookies, which you can learn more about [here](#). Why? Because flash cookies cannot be controlled through your browser settings.

#### How To Opt-Out of Certain Cookies:

- **Google Analytics:** We may use Google Analytics on our Platform to help us understand how you use our Platform. You can learn about how to opt-out of Google Analytics [here](#).
- **Facebook:** We may use Facebook cookies to target ads to you. You can learn about how to opt-out of receiving targeted advertisements from Facebook [here](#).
- **Email Tools:** You can also change your email settings to block the automatic download of images in email messages, as such images may contain technologies that help us understand how you interact with the message.
- **Online Behavioral Advertising:** You can submit an opt-out request to the Digital Advertising Alliance's (DAA) Self-Regulatory Program for Online Behavioral Advertising program ([click here](#)) and/or the National Advertising Initiative (NAI) ([click here](#)). These are tools that provide individuals with the ability to opt-out of having their online behavior recorded and used for advertising purposes by participating companies. **Note that these tools may not opt you out of non-cookie online advertising.**

To block all cookies, you should follow the directions in "How To Opt-Out of All Cookies." Exercising the opt-outs listed in the "How To Opt-Out of Certain Cookies" will not result in opting-out of all cookies.

Note that deleting or blocking cookies may impact your experience on our website, as some features may not be available. Certain options you select are browser and device specific.

#### Our Do Not Track Policy:

- **Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.** If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.
- Options you select are browser and device specific.

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## SECURITY

The Internet is not 100% secure. We cannot promise that your use of our Platform will be completely safe. We encourage you to use caution when using the Internet. We use physical, technical, and organizational means to help safeguard personal information under our control. A username and password are needed to access certain areas of the Platform. It is your responsibility to protect your username and password. Personal Information may be accessed by persons within our organization, or our third-party service providers, who require such access to carry out the purposes described in this Privacy Policy, or otherwise permitted or required by applicable law. Personal Information we collect is managed from our offices in the United States.

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## STORAGE OF PERSONAL INFORMATION

Personal Information we maintain may be stored in or outside of the United States. If you live outside of the United States, you understand and agree that we may transfer your personal information to the United States. This Platform is intended for use in the United States and is subject to the laws of the United States, which may not provide the same level of protections as those in your own country. Personal Information processed and stored in another country, including the United States, may be subject to disclosure or access requests by the governments, courts or law enforcement or regulatory agencies in that country according to its laws.

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## **LINKS**

Our Platform may contain links to other third-party sites that are not governed by this Policy. This includes third-party sites that offer resources and content which you can access through our Platform. If you click on a link to a third-party site, you will be taken to a site we do not control. We are not responsible for the privacy practices used by third-party sites. We suggest that you read the privacy policies of those sites carefully.

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## **HOW TO CONTACT US**

If you have any questions, comments or concerns with respect to our privacy practices or this Policy, or wish to update your information, please feel free to contact us at [Legal@clc.com](mailto:Legal@clc.com). You may also write to us at the following address:

Collegiate Licensing Company (CLC), LLC,  
Attn: General Counsel  
1075 Peachtree Street, Suite 3300,  
Atlanta, Georgia 30309

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## **CHANGES IN POLICY**

From time to time, we may change this Privacy Policy. We will notify you of any material changes to this policy as required by law. We will also post an updated copy on our Platform. Please check our Platform periodically for updates. Your continued access to and/or use of our Platform after any such changes constitutes your acceptance of, and agreement to this Privacy Policy, as revised.