

PRIVACY NOTICE

Date Last Modified: March 1, 2020

The www.SportsGravy.com website (the “**Website**”), the SportsGravy™ mobile application (the “**App**”), and the related online and mobile services (collectively with the Website and the App, the “**Services**”) are made available by Sports Gravy, LLC, a Minnesota limited liability company (“**SportsGravy**”). This Privacy Notice (“**Notice**”) outlines the personal information that SportsGravy may collect, how SportsGravy uses and safeguards that information, and with whom SportsGravy may share it.

THE SERVICES ARE NOT INTENDED FOR USE OUTSIDE THE UNITED STATES (“US”), IN PARTICULAR, THEY ARE NOT INTENDED FOR USE IN THE EUROPEAN UNION (“EU”). If you use the Services, all information, including personal information, will be transferred to SportsGravy in the US and may be used as described in this Notice.

SportsGravy encourages its customers, visitors, representatives of sports organizations, associations, leagues, teams and other entities, coaches and managers of teams, sports participants, parents or legal guardians of sports participants, business associates and other interested parties to read this Notice, which applies to all users. Please refer to Section 2 of SportsGravy’s [\[Terms of Use\]](#) regarding users to which this Notice may apply as a part of those SportsGravy’s [\[Terms of Use\]](#). By using the Services or submitting personal information to SportsGravy by any other means, you acknowledge that you understand and agree to be bound by this Notice, and agree that SportsGravy may collect, process, transfer, use and disclose your personal information as described in this Notice. Further, by downloading the App, by accessing and/or using the Services, or by clicking “Accept” while registering for an account through the Services, you agree to be bound by SportsGravy’s [\[Terms of Use\]](#), as they may be amended from time to time. PLEASE READ THIS NOTICE AND SUCH TERMS OF USE CAREFULLY. IF YOU DO NOT AGREE TO THIS NOTICE OR SUCH TERMS OF USE, DO NOT DOWNLOAD THE APP OR CONTINUE TO ACCESS OR USE THE SERVICES AND DO NOT REGISTER FOR AN ACCOUNT.

Children’s Privacy

SportsGravy supports the Children’s Online Privacy Protection Act (“COPPA”), and SportsGravy’s goal is to minimize the information gathered from and disseminated about children under the age of thirteen (13) while permitting them active participation with the Services. SportsGravy has strict limitations about what personal information can be collected and viewed about children under the age of thirteen (13) and how and when they can be contacted. Please see SportsGravy’s [\[Children’s Privacy Notice\]](#) for information on how SportsGravy protects such personal information.

What Personal Information Does SportsGravy Collect About You?

Personal information (also commonly known as personally identifiable information (PII) or personal data) is information that can be used to identify you or any other individual to whom the information may relate.

The personal information that SportsGravy collects directly from users includes the following:

- Name and contact information (e.g. address, phone number, email, etc.);
- Dates of birth;
- Billing information;
- Information about your child’s school district or sports teams; and
- Information necessary to obtain your consent to collect your child’s personal information.

Please note that you should not submit to SportsGravy any sensitive personal information relating to your (i) racial or ethnic origin, (ii) political beliefs, (iii) philosophical or religious beliefs, (iv) membership of a trade union or political party, (v) physical or mental health or genetic makeup, (vi) addictions, (vii) sexual life, (viii) the commission of criminal offences or proceedings and associated penalties or fines, or (ix) any Social Security Number or national identification number, unless you have previously sent to SportsGravy your written consent that SportsGravy may process such personal information, if SportsGravy determines consent to be a requirement of

applicable law. If you provide such sensitive personal information to SportsGravy, that personal information may be promptly deleted.

For information about collection of personal information from children under the age of thirteen (13), please review SportsGravy's [\[Children's Privacy Notice\]](#).

How Does SportsGravy Use Personal Information?

Subject to the terms of this Notice, SportsGravy uses your personal information in several ways:

- To administer and provide the Services to you (including, but not limited to, (i) registering your account, and (ii) organizing, tracking, administering and communicating regarding sports organization, association, league and team scheduling and registration, and sports participant performance, testing and development);
- To respond to your requests;
- To distribute communications relevant to your use of the Services, such as system updates or information about your use of the Services;
- As may be necessary to support the operation of the Services, such as for billing, account maintenance, and record-keeping purposes;
- To send to you SportsGravy solicitations, product announcements, and the like that SportsGravy feels may be of interest to you (you may "opt out" of receiving these marketing materials);
- In other manners after notice is provided to you and/or your consent is obtained, if necessary.

SportsGravy does not sell, re-sell or distribute for re-sale your personal information.

How Does SportsGravy Share Your Personal Information with Third Parties?

SportsGravy may provide personal information to SportsGravy employees, contractors, affiliates, suppliers or other businesses or persons for the purpose of processing such information on SportsGravy's behalf in order to provide the Services to you. For example, SportsGravy uses a third-party web host and developers to maintain the Services. In such circumstances, SportsGravy requires that these parties agree to protect the confidentiality of such information and/or to comply in all respects with this Notice.

SportsGravy will not share your personal information with other, third-party companies for their commercial or marketing use without your consent or except as part of a specific program or feature for which you have the ability to opt-in or opt-out.

In addition, SportsGravy may release personal information (i) to the extent SportsGravy has a good-faith belief that such action is necessary to comply with any applicable law, enforce any provision of SportsGravy's [\[Terms of Use\]](#), protect ourselves against any liability, defend ourselves against any claims, protect the rights, property and personal safety of any user or protect the public welfare, (ii) to respond to a court order, subpoena, or search warrant, (iii) in the event SportsGravy is acquired by or merged with a third-party entity, or (iv) as set forth in SportsGravy's [\[Terms of Use\]](#).

Cookies, Device Data, and How it is Used

When you use the Services, SportsGravy may record unique identifiers associated with your device (such as the device ID and IP address), your activity within the Services, and your network location. SportsGravy uses aggregated information (such as anonymous user usage information, cookies, IP addresses, browser type and clickstream information) to improve the quality and design of the Services and to create new features, promotions, functionality and services by storing, tracking and analyzing user preferences and trends.

In addition, SportsGravy may use "cookies," clear gifs, and log file information that help SportsGravy determine the type of content and pages to which you link, the length of time you spend at any particular area of the Services, and the portion of the Services you choose to use. A cookie is a small text file that is sent by a website to your computer or mobile device where it is stored by your web browser. A cookie contains limited information, usually a unique identifier and the name of the site. Your browser has options to accept, reject or provide you with notice when a

cookie is sent. SportsGravy's cookies can only be read by or on behalf of SportsGravy. They do not execute any code or virus and they do not contain any personal information. Cookies allow SportsGravy to serve you better and more efficiently, and to personalize your experience with the Services. SportsGravy may use cookies for many purposes, including, without limitation, to save your password so you do not have to re-enter it each time you visit the Services, and to deliver content (which may include third party advertisements) specific to your interests.

SportsGravy may use third party service providers to help SportsGravy analyze certain online activities. For example, these service providers may help SportsGravy measure the performance of its online campaigns or analyze visitor activity on the Services. SportsGravy may permit these service providers to use cookies and other technologies to perform these services for SportsGravy. SportsGravy does not share any personal information about its customers with these third-party service providers, and these service providers do not collect such information on SportsGravy's behalf. Such third-party service providers have implemented industry standard security controls and/or are required to keep information shared with them secure consistent with the limited information made available to those providers.

International Data Transfer

For individuals located outside the US, in particular in Switzerland and the EU, please note that SportsGravy is a US based company. SportsGravy does not market to or solicit customers from outside the US, therefore, users of the Services should not expect to avail themselves of the rights provided under the EU's General Data Protection Regulation ("GDPR"). If you use the Services, all information, including personal information, will be transferred to SportsGravy in the US. By using the Services, you unambiguously consent to the transfer of your personal information and other information to the US and elsewhere for the purposes and uses described in this Notice and SportsGravy's [\[Terms of Use\]](#). Further, you acknowledge that SportsGravy is not subject to the GDPR or similar international privacy laws, and, therefore, you will be unable to claim the privacy rights provided in those laws.

Third Party Advertisers

SportsGravy may allow other companies, called third-party ad servers or ad networks, to serve advertisements within the Services. These third-party ad servers or ad networks use technology to send, directly to your device, the advertisements and links that appear on the Services. They automatically receive your device ID and IP address when this happens. They may also use other technologies (such as cookies, JavaScript or Web Beacons) to measure the effectiveness of their advertisements and to personalize the advertising content you see. You should consult the respective privacy policies of these third-party ad servers or ad networks for more information on their practices and for instructions on how to opt-out of certain practices. This Notice does not apply to them, and SportsGravy cannot control their activities.

Information Storage and Security

SportsGravy retains information as long as it is necessary and relevant to provide you with the Services. SportsGravy also retains personal information to comply with applicable law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, enforce SportsGravy's [\[Terms of Use\]](#), collect any fees owed, and take other actions permitted by law. After it is no longer necessary for SportsGravy to retain information, SportsGravy may dispose of it according to SportsGravy's data retention and deletion policies.

SportsGravy employs industry-standard security measures designed to protect the security of all information submitted through the Services. However, the security of information transmitted through the internet or via a mobile device can never be guaranteed. SportsGravy is not responsible for any interception or interruption of any communications through the internet or for changes to or losses of data. Users of the Services are responsible for maintaining the security of any password, user ID or other form of authentication involved in obtaining access to password protected or secure areas of the Services. In order to protect you and your information, SportsGravy may suspend your use of any of the Service, without notice, pending an investigation, if any breach of security is suspected.

California Privacy Rights

If you are a California resident, California law may provide you with certain rights regarding your personal information. While SportsGravy is not currently subject to the California Consumer Privacy Act (CCPA), SportsGravy is committed to supporting individual's rights with regard to their personal information as well as fulfilling SportsGravy's commitment to any California based partners or businesses.

Throughout this Notice you will find information required by CCPA regarding the categories of personal information collected from you, how SportsGravy uses your personal information, and the categories of third parties your data may be shared with. As previously stated, SportsGravy does not sell your personal information.

As a California resident, the CCPA provides you the ability to make inquiries regarding to your personal information. Specifically, to the degree the information is not already provided in this Notice, you have the right to request disclosure about the collection and use of your personal information over the past twelve (12) months, including:

- The categories of personal information collected about you;
- The categories of sources for the personal information collected about you;
- The business or commercial purpose for collecting that personal information;
- The categories of third parties with whom that personal information was shared;
- The specific pieces of personal information collected about you; and
- If your personal information was disclosed for a business purpose, identifying the personal information categories that each category of recipient obtained.

You also have the right to request that any of your personal information collected and retained be deleted, subject to certain exceptions. Finally, you have the right to not receive discriminatory treatment by any business subject to CCPA for exercising any of the rights provided to you under CCPA.

You may submit an inquiry regarding your potential rights under CCPA to the following:

- Mail: Sports Gravy, LLC, Attn: General Counsel, 7300 France Avenue South, Suite 200, Edina, Minnesota 55435
- Email: info@sportsgravy.com

If SportsGravy receives a CCPA request from you, SportsGravy will first make a determination regarding the applicability of the law, and SportsGravy will then take steps to verify your identity prior to responding. If SportsGravy determines it is required and able to respond to your request, the steps to verify your identity may vary based on SportsGravy's relationship with you, but, at a minimum, it will take the form of confirming and matching the information submitted in the request with information already held by SportsGravy and/or contacting you through previously used channels to confirm that you submitted the request (i.e. confirming identity through contact information that we have on file, not the contact information submitted to make the request).

Changes to this Privacy Notice

SportsGravy reserves the right to modify this Notice from time to time, including in order that it accurately reflects the regulatory environment and SportsGravy's data collection principles. When material changes are made to this Notice, SportsGravy will post the revised Notice on the Website and change the "Date Last Modified" above. If you continue to access or use the Services, you accept such modified terms. If you do not agree to such changes, do not continue to access or use the Services.

Contact Us

If you have any questions or comments about this Notice or the Services provided by SportsGravy, please contact SportsGravy at: info@sportsgravy.com.