

# **BRG SPORTS**

## **Privacy Policy**

### **21.1 Overview**

BRG Sports Inc. (“BRG Sports”, “we”, “our”, or “us”) takes your privacy seriously. This policy describes how we collect, use, share and protect your personal information.

Within this policy, we will describe the following:

- What personal information we collect
- Cookies
- Sharing your Personal Information
- ADA Information
- Region Specific Information

Except for the section on Region Specific Information below, this policy applies to personal information that BRG Sports and its brands collect through our websites and applications. The information collected through our sites are located on servers BRG Sports maintains or owns. By submitting your personal information to these sites, you consent to the use, disclosure and transfer of your personal information as described in this policy. Personal information is information that could reasonably be used to identify you individually, such as your name, e-mail address, and telephone number.

### **21.2 Personal Information we Collect**

BRG Sports collects:

- Your Name
- Login credentials to your account
- Your Mailing address
- Your Email address
- Your phone number
- Your credit card or other payment information
- Aggregate information on web pages that visitors access
- User specific information on web pages that visitors access
- Information volunteered by the visitor, such as survey information and / or site registrations
- Visitor domain information

### **21.3 Cookies**

Our site uses various cookies for different purposes. This section explains what cookies are and how we use them.

#### **What are cookies?**

Cookies are small files which are downloaded to your device when you visit a website. The cookie then sends information back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognize a visitors device. Cookies do lots of different jobs like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

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## What type of cookies we use

### 1. Essential Cookies:

These are cookies that are strictly necessary for the functioning of the website or for performing services that an individual visitor has requested. Example: Remembering previous actions when navigating back to a page in the same session.

### 2. Analytical Cookies:

These cookies collect information about how a visitor uses the website, such as which pages visitors use most often and errors received while visiting these pages. These cookies don't collect information that identify a visitor. All information collected is aggregated and anonymous. These cookies are used only to improve how a website functions.

### 3. Functional Cookies:

These cookies allow a website to remember choices visitors make and to provide enhanced personalized features. Examples: Items added to a visitor shopping cart, or customized web page content based on the visitors browser type or other information the visitor shares.

## Rejecting Cookies

Visitors may also reject cookies using their web browser settings. The "Help" menu on the menu bar of most web browsers will tell you how to prevent your browser from accepting new cookies or disabling cookies. Please note that rejecting cookies in your browser settings may mean that any preferences you set on BRG Sports websites will be lost and that the website may not work to its optimal performance.

## 21.4 Sharing your Personal Information

BRG Sports does not sell, rent or trade your personal information to third parties. The following are some ways BRG Sports may share your data:

### ➤ **BRG Sports Entities:**

BRG Sports, or its subsidiaries or affiliates, are the owners of the related brands, including but not limited to Riddell. As such, if you provide information on any of the websites owned or operated by BRG Sports, or its subsidiaries or affiliates, this information may be combined or shared among other current or future BRG Sports entities.

### ➤ **Third Party Service Providers:**

We may also share your information with third party service providers under contract with BRG Sports, or its subsidiaries or affiliates, to help us provide services to our customers. Such third party service providers include, for example, credit card payment processors or website analytics providers.

### ➤ **Required Disclosures:**

BRG Sports may be required to share personal information in a court session, or in response to a court order, subpoena, civil discovery request, or other legal request, required by law.

### ➤ **Legal Compliance and Protections:**

BRG Sports may disclose account and other personal information when we believe disclosure is necessary to comply with the law or protect the rights, property, or safety of BRG Sports, its subsidiaries, affiliates, users or others. This

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includes exchange information with other companies and organizations for fraud protection and credit risk reduction.

➤ **Corporate Transactions:**

We reserve the right to disclose and transfer your information, including your personal information:

- To a subsequent owner, co-owner, or operator of the site or successor database.
- In connection with a corporate merger, consolidation, the sale of substantially all of our membership interests and / or assets or other corporate change, including to any prospective purchasers.

## **21.5 ADA Information**

BRG Sports is committed to providing employees and the public, including persons with disabilities, with access to its websites and web-based information and services. In designing the website, BRG Sports endeavors to make every reasonable effort to comply with the web accessibility standards and guidelines established pursuant to Section 508 of the Rehabilitation Act and promulgated by the U.S. Access Board. Each BRG Sports website has been designed to reach the widest audience possible. If you have difficulty viewing this website or accessing any information presented on this website, please contact us as noted in section 21.7 of this policy.

## **21.6 Region Specific Information**

This section relates to California Privacy Rights and How to Exercise them:

### **Your California Privacy Rights**

➤ **Right to Know:**

California consumers have the right to submit a verifiable request to know what personal information BRG Sports collects, uses, discloses, and sells.

➤ **Right To Delete:**

California consumers have the right to submit a verifiable request for deletion of their personal information that BRG Sports has collected or maintains.

➤ **Right to Opt Out of Sale:**

California consumers have the right to opt out of the sale of their personal information. California consumers under the age of 16 must opt in to the sale of their personal information, or their parent or guardian must opt in on their behalf. As noted above, BRG Sports did not sell California consumers' personal information during the past 12 months.

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## **How to Exercise Your Rights**

BRG Sports will respond to requests in accordance with applicable law if it can verify the identity of the individual submitting the request.

## **BRG Sports Non-Discrimination Policy**

California consumers have the right not to be subject to discriminatory treatment by BRG Sports for exercising their privacy rights under the California Consumer Privacy Act, and BRG Sports will not discriminate on that basis. However, BRG Sports may charge a California consumer a different price or rate or provide a different level or quality of goods or services if the difference is reasonably related to the value provided to the California consumer by the consumer's personal information. If BRG Sports does so, it will provide consumers with any legally required notice.

## **21.7 Questions About This Policy**

Questions regarding this policy should be directed to:

Riddell - Customer Care  
7501 Performance Lane  
North Ridgeville, OH 44039

Phone: 1-888-681-1717 x8662

Email: [CustmerCare@RiddellSports.com](mailto:CustmerCare@RiddellSports.com)