



## RIDDELL PRIVACY POLICY FOR THE COLLECTION OF PLAYER DATA

The following is the privacy policy (“**Policy**”) of Riddell, Inc. (“**Riddell**”) specifically in connection with the Player Data collected from players (“**Player**”, “**you**”, or “**your**”) interested in having Riddell make a customized helmet, and is incorporated in and forms part of the Player Consent Form attached hereto.

Riddell may revise the Policy from time to time and will be effective as of the date posted on its website at [www.riddell.com/](http://www.riddell.com/), but the version posted as of the date the Player’s consent is provided will control). Player (or Player’s parent/guardian or authorized representative, as applicable, on behalf of Player if Player is a minor) consents to Riddell and its Vendors and partners collecting, processing, storing, retaining, disclosing, and transferring Player Data in accordance with this Policy.

Data Collected: Riddell and/or its Vendors may collect (e.g., via a mobile app with a camera interface) the following types of data from or about you: first/last name, date of birth, age, email, cell phone, mailing address, playing level, playing position, helmet impact data, and head shape images and related data (collectively, “**Player Data**”).

How Player Data is Used: Player Data is used to (i) create a 3D model of the Player’s head in order to design a helmet for that Player, (ii) train, improve, and develop software, methods, products, and services related to Riddell’s helmet development activities and its business. Helmet impact data is used by Riddell, its service providers, and partners (e.g., NCAA, NFL, researchers, and others) to evaluate helmet impacts and to develop football helmets.

Who Player Data Is Disclosed to: Player Data may be disclosed to Riddell’s third-party vendors, service providers, contractors, and development partners (collectively, “**Vendors**”) for the purposes of providing services to Riddell. Riddell may disclose Player Data in response to lawful requests by public authorities, including to meet local or state law enforcement requirements.

Data Retention: Riddell and its Vendors may retain Player Data for the greater of (i) three years from the date the Player’s consent is provided, (ii) the duration of Riddell’s ongoing activities to develop customized football helmets for Player, (iii) for as long as is permitted under applicable law, (iv) in accordance with Riddell’s data retention policies, or, (v) for as long as Riddell has a legitimate business purpose for doing so.

Data Storage: Riddell stores Player Data primarily in the United States, but it or its Vendors may store Player Data in other countries, and may transfer that Player Data between countries.

Data Security: Riddell and its Vendors use reasonable measures to protect the confidentiality and security of Player Data.

Business Transfers: Riddell may transfer, sell, assign, and/ or disclose Player Data to a third party if Riddell undergoes a sale, merger, acquisition, bankruptcy, or other transaction in which that third party assumes control of Riddell’s business (in whole or in part).

Data Access Rights: Depending on where the Player resides, the Player may have certain “data access” rights, such as, but not limited to, one or more of the following: (a) access a copy of a Player’s Player Data held by Riddell; (b) have inaccuracies in Player Data be corrected; (c) limit Riddell’s use of sensitive personal information to what is necessary to perform the services or provide the goods reasonably expected by an average consumer; (d) request information about the categories of Player Data that Riddell shares (if any) and data it share with third parties; and, (e) request deletion of Player’s Player Data Riddell holds, (f) transmit your Player Data to another business. Player can exercise his/her applicable rights by contacting Riddell by email at [customercare@riddellsports.com](mailto:customercare@riddellsports.com).