

Privacy Policy

Last Updated: October 14, 2024

This Privacy Policy (“**Privacy Policy**”) describes how the BSE Family (“**BSE**,” “**we**,” “**our**,” or “**us**”) may collect, use, and share your personal information, and the choices you have with respect to your personal information, in connection with your use of the web properties that we own or operate that link to this Privacy Policy (each, a “**Website**”) and our mobile applications that link to this Privacy Policy (including the Barclays Center and Brooklyn Nets mobile application, when using in Barclays Center or Brooklyn Nets mode, or the New York Liberty mobile application, each, an “**App**”), and when visiting Barclays Center or attending other entertainment experiences, youth programs, or events we sponsor or operate (each, an “**Event**,” and together with the Websites and Apps, the “**Platform**”).

The Platform provides individual end users (“**Users**”) with the ability to access material, information, and content (collectively, “**Content**”) and our related online and offline services, social media pages, email, and other electronic communications (collectively, “**Services**”) (the Content and Services are incorporated into the Platform for purposes of this Privacy Policy). Finally, users may be able to purchase merchandise and other products (collectively, “**Products**”) on the Platform.

The “**BSE Family**” is comprised of BSE Global entities that own and/or operate Barclays Center, the HSS Training Center, the Brooklyn Nets & New York Liberty Foundation, Brooklyn Wine Club (a Brooklyn Hospitality Group company), and the following “**Affiliated Teams**”: the Brooklyn Nets (NBA), the New York Liberty (WNBA), the Long Island Nets (NBA G League), and the NetsGC (NBA 2K League affiliate). As a result, we may share personal information across the BSE Family to improve our Products and Services, provide you with tailored Content, and for other purposes described in this Privacy Policy or at the time of collection.

BSE may also partner with third parties (“**Event Partners**”) to provide certain Events and related services. This Privacy Policy, however, only governs the collection, use, and sharing of information by BSE in connection with the Platform. We encourage you to review the privacy policies published or otherwise presented to you in connection with any online service or event with which you engage to understand how your personal information may be collected and used.

The Affiliated Teams are Member Clubs of the National Basketball Association (the “**League**”) and those Websites are part of the NBA.com website and the NBA mobile app. As a result, BSE may receive your personal information from, and share your personal information with, the League and its other Member Clubs. We do not have any control over, and are not responsible for, the League’s or its other Member Clubs’ data practices and privacy policies. Please review the League’s privacy policy available at www.nba.com/privacy-policy to learn about the League’s data practices and the choices you may have with respect to your information that is processed by the League.

BSE reserves the right, at any time, to modify this Privacy Policy. If we modify how we collect, use, or share personal information, we will post the updated Privacy Policy on this page. In some cases, we may notify you about an update by sending you an email, posting a notice about the update on the Platform, or other means as may be required by applicable law. In all cases, your continued use of the Platform following posting or other notification of changes constitutes your acknowledgement of such changes. Please review this Privacy Policy periodically to keep up to date on our most current policies and practices.

This Privacy Policy covers the following topics. In some cases, region-specific terms may apply to you, which are indicated in the section headings below.

COLLECTION OF PERSONAL INFORMATION

USE OF PERSONAL INFORMATION

DISCLOSURE OF PERSONAL INFORMATION

INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

SECURITY OF PERSONAL INFORMATION

YOUR CHOICES

THIRD PARTY SITES AND SERVICES

NOTICE TO CALIFORNIA RESIDENTS

NOTICE TO RESIDENTS OF CONNECTICUT, VIRGINIA, AND NEW JERSEY

NOTICE TO NEVADA RESIDENTS

NOTICE TO INDIVIDUALS IN THE EEA, UK, AND SWITZERLAND

CONTACTING US

COLLECTION OF PERSONAL INFORMATION

Personal Information Collected. The personal information we collect, and how we use it, depends largely upon how you engage with the Platform, and may include the following categories of personal information. We may also collect other personal information that is not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

- **Contact information**, such as your first and last name, email address, phone number, mailing address, and social media handle.
- **Professional information**, such as your job title, your organization's name and location, and related details about your business or profession.
- **Account information** (if applicable to the Services), such as your log-in details, information that you store in your account, information you provide during registration, ticket holder status, fan profile information, and other details about your use of the Platform.
- **Payment information**, such as payment amounts and payment methods used to complete transactions, including at an Event, in-venue, or through ticket platforms and box offices. Payment processing services connected with your use of the Platform are provided to you by a third-party payment processor.
- **Transaction history**, such as records of Products, and Services you have purchased from BSE or Event Partners, including ticket purchase data, in-venue data (e.g., number of visits, time spent and use of WiFi), and other details about your transactions through the Platform or at an Event. Certain of this information may be captured through the use of digital ticketing or RFID technologies.
- **Demographic information**, such as gender, age/date of birth, household income, marital status, military or veteran status, education, occupation, lifestyle, and employment history.
- **Preferences**, such as any marketing or communications preferences, language preferences, team preferences, fan engagement, Content preferences, purchasing behavior, consumer research information, and details about how you engage with our communications or the Platform.
- **Survey responses**, such as the information you provide in response to our surveys, questionnaires, sweepstakes, or contests.
- **Online activity information**, such as the website you visited before browsing to the Platform, pages or screens you viewed, how long you spent on a page or screen, navigation paths between

pages or screens, information about your activity on a page or screen, access times, and duration of access.

- **Device information** such as your computer or mobile device operating system type and version number, wireless carrier, manufacturer and model, browser type, screen resolution, IP address, unique identifiers, precise geolocation (via WiFi at Barclays Center, or via an App with your consent), and general location information such as city, state, or geographic area.
- **Communications**, such as the information associated with your requests or inquiries, including for support, assistance, or Event rental/licensing information, and any feedback you provide when you communicate with us. We and our service provider may also record or monitor any call or chat you have with us for quality control or training purposes, or to enforce our rights.

Unless we specifically request it, we ask that you not provide us with any sensitive personal information (e.g., information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Platform or Services, or otherwise to us.

We may also collect or create de-identified information from personal information in a manner that it cannot reasonably be used to infer information about, or otherwise be linked to, a particular individual. To the extent that we classify such information as “de-identified,” we commit to maintaining and using such information in a de-identified form and to not attempting to re-identify such information (except for purposes permitted by law).

Sources of Personal Information. We obtain personal information from a variety of sources, including the following sources:

- **Personal information you provide.** BSE collects personal information when you voluntarily submit it to us, including through offline interactions, such as attending an Event or visiting Barclays Center or the HSS Training Center, or when you fill out a form on the Website, participate in a survey or sweepstakes, or communicate with us.
- **Personal information automatically collected.** BSE, our service providers, and our advertising partners may automatically log information about you, your computer, or mobile device, and your activity over time on our Platform and other sites and online services, such as the online activity information and device information listed above. Like many online services, we use cookies and similar technologies to facilitate some of the automatic data collection described above, which may include the following:
 - **Cookies**, which are text files that websites store on a visitor’s device to uniquely identify the visitor’s browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating online advertising.
 - **Flash cookies**, or locally-stored objects, which are used on websites for purposes similar to cookies but allow storage of a larger amount of data.
 - **Web beacons**, also known as pixel tags or clear GIFs, which are typically used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked, typically to compile statistics about usage of websites and the success of marketing campaigns.
 - **Local storage**, which is used to save data on a visitor’s device. We may use data from local storage to, for example, turn on web navigation, store multimedia preferences, customize what we show you based on your past interactions with our Platform, and remember your preferences.

- **Session replay technologies**, which are third-party software used to record a video replay of Users' interactions with the Website. The video replay may include Users' clicks, mouse movements, scrolls, mobile app touches, typing, and other activity taken during the session. We may use these replays for research and development purposes, such as to help us troubleshoot problems with the Website, understand how Users interact with and use the Website, and identify areas for improvement.
- **Software development kits**, or SDKs, which are third-party computer codes used in connection with our Apps for a variety of purposes, including to provide us with analytics regarding the use of our Apps, to add features or functionality to our Apps, or to facilitate online advertising. SDKs may enable third parties to collect information directly via our Apps.
- **Personal information obtained at an Event.** We collect personal information when you visit Barclays Center or the HSS Training Center or otherwise attend an Event (e.g., Brooklyn Wine Club event) in person, such as through video surveillance or RFID, and as necessary to operate the venue or Event and provide the requested services (including, for example, accessibility needs, medical conditions, and preferences), and as otherwise described in this Privacy Policy or as noticed to you in-venue or at an Event.
- **Personal information obtained from third parties.** In some circumstances, we may collect personal information about you from third party or publicly available sources, such as our Event Partners, service providers, data analytics partners, operating systems and platforms, social media platforms, and data licensors. We may merge or combine such personal information with the personal information we collect from you directly or automatically.
- **Personal information shared by the League.** The League, through its subsidiary NBA Media Ventures, LLC, may share information about you with us, such as your contact information, demographic information, preferences, account information, and other information about your interactions with the League and its other Member Clubs. We may use this information to, for example, provide you with special offers, promotional materials, and other materials and information that may be relevant to you, to improve our Products and Services, and to perform internal analysis. We may merge or combine such information with the personal information we collect from you directly or automatically. Please visit the [League's privacy policy](#) for more information on the choices the League provides you to limit the sharing of your information with Member Clubs, including our Affiliated Teams. We are not responsible for the privacy practices of the League or its other Member Clubs.
- **Referrals.** Users of our Platform may have the opportunity to refer to us prospective attendees, colleagues, friends, or other contacts and share their contact information and other personal information with us. Please do not provide us with someone's personal information unless you have their permission to do so.

USE OF PERSONAL INFORMATION

BSE's primary purpose in collecting personal information is to provide the Platform or Event and to operate our business. We also use personal information for the purposes set forth below and as otherwise described in this Privacy Policy or at the time of collection.

To provide the Platform or Event. We may use personal information to operate our business. For example, we use personal information to:

- process your transactions, including purchasing Products or in-person services when you visit Barclays Center, the HSS Training Facility, or attend an Event;
- establish, manage, monitor, and maintain your account or membership;

- improve and personalize your experience on or with the Platform or at an Event;
- verify your identity for authentication and security purposes, or determine your eligibility for offers and promotions;
- help us return lost property to its rightful owner;
- manage access to specific areas of Barclays Center, the HSS Training Facility, or an Event;
- to provide you with appropriate services (for example, accessibility needs or dietary preferences at an Event);
- communicate with you, including providing notices about an Event or your purchase or transaction, and responding to any of your requests, feedback, or questions;
- manage affiliated sports clinics, competitions, and other community events;
- provide any contests, surveys, sweepstakes, or other promotions you participate in;
- provide maintenance and support; and
- fulfill any other purpose for which you provide personal information.

Research and development. We use personal information for research and development purposes, including to study and improve the features and functionality of our Platform and our business, understand and analyze the usage trends and preferences of our Users, and develop and improve our Content and Services. As part of these activities, we may create aggregated, de-identified, or other anonymous data from personal information we collect. We make personal information into anonymous data by removing information that makes the data personally identifiable to you. We may use this anonymous data and share it with third parties for our lawful business purposes.

Direct marketing. We may send you BSE-related or other direct marketing communications as permitted by law, including materials, updates, information, special offers, and promotional material from us and our Event Partners. You may opt-out of our marketing communications as described in the “YOUR CHOICES” section below.

Interest-based advertising. We may work with third-party advertising companies and social media companies to help us advertise our business and to display ads related to our Platform, Products, Affiliated Teams, and Events. These companies may use cookies and similar technologies to collect information about you (including the online activity information and device information described above in the section called “Personal Information Automatically Collected”) over time across our Platform and other websites and services or your interaction with our emails, and use that information to serve ads that they think will interest you. In addition, some of these companies may use hashed customer lists that we share with them to deliver ads to you and to similar users on their platforms. You can learn more about your choices for limiting interest-based advertising in the “YOUR CHOICES” section below.

To comply with laws and regulations. We will use personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety. We may use personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) maintain the safety, security, and integrity of the Platform, the Event, and our business, databases, and other technology assets; (b) protect our, your, or others’ rights, privacy, safety or property (including by making and defending legal claims or in response to health emergencies or an incident at Barclays Center, HSS Training Facility, or an Event); (c) audit our internal processes for compliance with legal and contractual requirements and internal policies; (d) enforce the terms and conditions that govern the Platform, your transaction, or attendance at Barclays Center, HSS Training Facility, or an Event; and (e) prevent, identify,

investigate, and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

With your consent. We will disclose your personal information in accordance with your prior direction or, in some cases, we may specifically ask you for your consent to collect, use, or share your personal information, such as when required by law.

DISCLOSURE OF PERSONAL INFORMATION

In addition to the specific situations discussed elsewhere in this Privacy Policy or at the point of collection, we may disclose your personal information with the following entities or persons:

The BSE Family. BSE may disclose your personal information to our holding companies, affiliates, subsidiaries, and other related companies that comprise the BSE Family for the purposes described in this Privacy Policy, including to cross-promote our Affiliated Teams, venues, or other Events that we believe may be of interest to you.

Event Partners. We may share your personal information with Event Partners to provide an Event, such as third-party ticketing platforms or box offices, venue owners, facility operators and management companies, sponsors, performers, promoters, concession or retail vendors, and other third parties that can provide added value to the Event. In certain circumstances, you may direct us to disclose your personal information to or interact with these Event Partners as part of attending an Event, visiting the respective venue or facility, or making a purchase. However, in other cases, these Event Partners may also receive your personal information from us because we think their products or services may be of interest to you.

The League. Depending on how you engage with the Platform, we may share certain of your personal information with the League, through its subsidiary NBA Media Ventures, LLC, and the League may further share such information with its other Member Clubs. Such information may include account information, online activity information, browser & device information, and other information relating to your use of the Platform. The League uses such information to conduct analysis to better understand fans and fan engagement across the League and its other Member Clubs, and other uses described in the described in the [League's privacy policy](#). The League may also use and share insights to enable the League and its other Member Clubs to customize and improve their products and services, or advertising and communications. We are not responsible for the privacy practices of the League or its other Member Clubs. You may opt-out of this sharing of your personal information with the League as described in the "YOUR CHOICES" section below.

Service providers. We may disclose your personal information to third parties who perform services on our behalf that are necessary for the orderly operation of our business, the Platform, or an Event. For example, we work with service providers that help us perform website hosting, e-commerce, payment processing, ticket fulfillment, maintenance services, database management, analytics, fraud protection, marketing, customer relationship management, finances, and other purposes.

Advertising partners. We may share personal information with third parties who we partner with for advertising campaigns or that collect information about your activity on the Platform for the purposes described in the "Interest-Based Advertising" section above.

Sweepstakes and joint marketing partners. We may also share your personal information with other partners in order to provide you with content and other features through the Platform, and such partners may send you promotional materials or otherwise contact you regarding products and services that they offer. When you choose to enter a contest or sign up for a sweepstakes, we may share the personal information you provide as part of the offer with the named co-sponsors or other third parties affiliated with such offer.

Other Users and the public. You may be able to submit content to the Platform (such as comments, questions, stories, reviews, surveys, blogs, photos, and videos), or may win a contest/sweepstakes that we

may publicly post, and we may identify you by displaying information such as your name, username, or social media handle along with the content you submit. By attending Barclays Center, HSS Training Facility, or an Event, you may be captured by video which may be shared publicly. We do not control how other Users or third parties use any personal information that you make available to other Users or the public.

Professional advisors. We may disclose personal information to persons, companies, or professional firms providing us with advice and consulting in accounting, administrative, legal, tax, financial, debt collection, and other matters.

Law enforcement, government authorities, and privacy parties. Under certain circumstances, we may be required to disclose personal information to law enforcement, government authorities, and other parties if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency). We may disclose personal information in the good faith belief that such action is necessary to comply with a legal obligation or for the purposes described above in the section titled “For compliance, fraud prevention, and safety.”

Business transaction participants. We may disclose personal information to third parties in connection with any business transaction (or potential transaction) involving a merger, acquisition, sale of shares or assets, financing, consolidation, reorganization, divestiture, or dissolution of all or a portion of our business (including in connection with a bankruptcy or similar proceedings).

INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

BSE is based in the United States, and we have service providers in the United States and potentially other countries. Your personal information may be collected, used, and stored in these countries or other locations outside of your home country. Privacy laws in the locations where we handle your personal information may not be as protective as the privacy laws in your home country. By providing your personal information, where applicable law permits, you specifically and expressly consent to such transfer and processing and the collection, use, and disclosure set forth herein.

SECURITY OF PERSONAL INFORMATION

No method of transmission over the internet, or method of electronic storage, is fully secure. While we use commercially reasonable efforts to protect your personal information from the risks presented by unauthorized access or acquisition, we cannot guarantee the security of your personal information.

YOUR CHOICES

You can make the following choices regarding your personal information. For Users who engage with our Affiliated Teams, please note that the League also provides certain choices in connection with the League’s processing of your personal information. To learn more about the League’s privacy practices and the rights you may have related to your personal information, please visit the NBA.com privacy policy, available at www.nba.com/privacy-policy.

Review and request changes to your personal information. If you have an account with us, we rely on you to update and correct the personal information contained in your account. If the Website or Service does not permit you to update or correct certain personal information, please submit a request to us using the contact information listed at the end of this Privacy Policy. Note that we may keep historical information in our backup files as permitted by law.

Marketing emails. You may opt-out of marketing-related emails by clicking the “unsubscribe” link at the bottom of the email or by contacting us as provided at the end of this Privacy Policy. You may still receive service-related communications, such as those relating to your account, order, or other request.

Text messages. We may offer communications via text messages sent by us or any of our service providers, such as for customer service, account-related, or marketing purposes. To stop receiving text messages from us, reply STOP to any text message you receive from us, or send your request and mobile telephone number to the email address listed at the end of this Privacy Policy. Note that we may send you a message to confirm receipt of your STOP request.

App push notifications. Upon download of our App, you were provided the option to opt-in to receiving notifications that may include alerts, sounds, and icon badges. Push notifications can be configured in settings on your mobile device.

Sharing with the League. We may share your personal information with the League as described in this Privacy Policy. If you would like to opt-out of sharing your personal information with the League, please email us at the address listed at the end of this Privacy Policy.

Cookies. Most browsers let you remove or stop accepting cookies from the websites you visit. To do this, follow the instructions in your browser's settings. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, however, you may not be able to use all functionality of the Platform and our Website may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org.

Analytics. The Websites may use Google Analytics to help us analyze how such Website is being accessed and used. You can learn more about Google Analytics cookies by clicking [here](#) and about how Google protects your data by clicking [here](#). To opt-out of Google Analytics, you can download and install the Google Analytics Opt-out Browser Add-on, available [here](#).

Advertising choices. You can limit the use of your information for interest-based advertising by blocking third-party cookies in your browser settings, using browser plug-ins/extensions, and/or using your mobile device settings to limit the use of the advertising ID associated with your mobile device. You can also opt out of interest-based ads from companies participating in the following industry opt-out programs by visiting the linked websites: the Network Advertising Initiative (http://www.networkadvertising.org/managing/opt_out.asp), the Digital Advertising Alliance (<https://optout.aboutads.info>), or the European Interactive Digital Advertising Alliance (<http://www.youronlinechoices.eu/>). Users of our Apps may opt out of receiving targeted advertising in mobile apps through participating members of the Digital Advertising Alliance by installing the AppChoices mobile app, available [here](#), and selecting the user's choices. Some of the companies we work with may offer their own opt-out mechanisms. For example, you can learn more about how Google uses cookies for advertising purposes by clicking [here](#) and opt-out of ad personalization by Google by clicking [here](#).

Many of the opt-out preferences described in this section must be set on each device or browser for which you want them to apply. Please note that some of the advertising companies we work with may not participate in the opt-out mechanisms described above, so even after opting-out, you may still receive interest-based advertisements from other companies. If you opt-out of interest-based advertisements, you will still see advertisements online but they may be less relevant to you.

Do Not Track. Some browsers may be configured to send "Do Not Track" signals to the online services that you visit. The Website currently does not respond to "Do Not Track" signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

THIRD PARTY SITES AND SERVICES

Our Platform may contain links to other websites, apps, and online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or online services that are not associated with us. We do not

control third party websites or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use, and sharing of your personal information. We encourage you to read the privacy policies of the other websites and online services you use.

NOTICE TO CALIFORNIA RESIDENTS

This section applies only to California residents and supplements the practices described in this Privacy Policy. It describes how we collect, use, sell, share, and retain personal information of California residents, and their rights with respect to their personal information. For purposes of this section “personal information” has the meaning given in the California Consumer Privacy Act of 2018, as amended (the “CCPA”), but does not include information exempted from the scope of the CCPA.

Personal information collected and purposes of collection and use. The list below summarizes the personal information we collect, or have collected in the 12 months preceding the last updated date of this Privacy Policy, by reference to the categories specified in the CCPA. Examples in the list refer to the types of personal information described in the section titled “COLLECTION OF PERSONAL INFORMATION.”

- **Identifiers**, such as contact information and referral information.
- **Customer Records**, such as account information, payment information, transaction information, and communications.
- **Protected Classifications**, such as demographic information.
- **Commercial Information**, such as account information, transaction information, preferences, and survey responses.
- **Internet or Network Activity**, such as the online activity information and device information.
- **Audio, Electronic, Visual, or Similar Information**, such as recorded customer service calls and chats and video surveillance in-venue.
- **Professional Information.**
- **Inferences**, such as inferences drawn from the personal information identified above to create a profile reflecting your preferences, characteristics, behavior.
- **Sensitive Information**, specifically, precise geolocation in connection with an App.

We may collect these categories of personal information as described in “Sources of Personal Information” within the section titled “COLLECTION OF PERSONAL INFORMATION.”

The purposes, including the specific business and commercial purposes, for which we collect and use these categories of personal information are described in the section titled “USE OF PERSONAL INFORMATION.”

Personal information disclosed for a business purpose, “sold,” or “shared.” Each of the categories of personal information listed above may have been disclosed for business purposes in the preceding 12 months to any of the third parties set forth in this Privacy Policy under the section titled “DISCLOSURE OF PERSONAL INFORMATION.”

The CCPA defines a “sale” of personal information to mean when a business discloses a California resident’s personal information to a third party for monetary or other valuable consideration. Where a business discloses personal information for purposes of cross-context behavioral advertising, whether or not for monetary or other valuable consideration, it qualifies as “sharing” under the CCPA.

In the 12 months preceding the last updated date of this Privacy Policy, we have “sold” or “shared” Internet or Network Activity to our advertising partners for purposes of advertising our Platform, Products, and

Events (including tracking the success of our advertising campaigns) and measuring activity on the Platform as well as to the League (depending on your engagement with the Platform), each as further described in this Privacy Policy under the section titled “USE OF PERSONAL INFORMATION.” During that same period, we have “sold” or “shared” Identifiers, Customer Records, and Commercial Information to the League, Event Partners, and sweepstakes and joint marketing partners. We do not knowingly “sell” or “share” the personal information of California residents under 16 years of age.

Retention of personal information. We will retain your personal information for as long as necessary to fulfill the purpose of collection, including for the purposes of satisfying any legal, accounting, or reporting requirements, to establish and defend legal claims, for fraud prevention purposes, or as long as required to meet our legal obligations. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

Your California privacy rights. As a California resident, in addition to the choices described elsewhere in this Privacy Policy, you have the rights listed below. Please note, these rights are not absolute, and, in some cases, we may not be able to respond to your request, such as when a legal exemption applies or if we are not able to verify your identity.

For Users who engage with our Affiliated Teams, please note that the League also provides California residents with certain choices in connection with the League’s processing of personal information. To learn more about the League’s privacy practices and the rights you may have related to your personal information, please visit the NBA.com privacy policy, available at www.nba.com/privacy-policy, or click the “Your Privacy Choices” link at the bottom of the NBA.com website.

- **Right to know/access.** You can request the following information about how we have collected and used your personal information:
 - the categories of personal information we collected;
 - the categories of sources from which we collected personal information;
 - the business or commercial purpose for collecting, selling, or sharing (as applicable) that personal information;
 - the categories of third parties with whom we disclose personal information; and
 - a copy of the personal information that we collected about you.
- **Right to delete.** You can request that we delete the personal information we collected from you.
- **Right to correct.** You can request that we correct inaccurate personal information that we maintain about you.
- **Right to opt-out of sales/sharing.** If we “sell” or “share” your personal information, you can opt-out.
- **Right to limit.** You have the right to ask us to limit the use or disclosure of your sensitive personal information to only certain business purposes set forth in the CCPA.
- **Right to nondiscrimination.** You are entitled to exercise the rights described above without receiving discriminatory treatment.

How to exercise your rights. You may exercise the rights described above as follows:

- **Know/access, delete, or correct.** You may exercise these California privacy rights by calling us toll free at 888-845-3162 or by completing the interactive webform available by clicking here: [Your Privacy Choices](#).
- **Right to limit.** Please review and change access settings within your mobile device to prevent sharing location information through the App.
- **Opt-out of sales/sharing and right to limit.** To opt-out your personal information from cross-context behavioral advertising through the use of cookies, please select your preferences by clicking “Cookie Settings” at the bottom of the Website or by broadcasting the Global Privacy Control (GPC) signal. Note that due to technological limitations, if you visit the Website from a different computer or device, or clear cookies on your browser that store your preferences, you will need to return to this screen to select your preferences and/or rebroadcast the GPC signal. Additionally, the GPC signal will only opt-out your personal information from cross-context behavioral advertising. We need to collect additional information to process your right to opt-out of other “sales” and your right to limit.

You can request to opt-out of other “sales” or “sharing” of your personal information and exercise your right to limit the use and disclosure of your sensitive personal information by completing the interactive webform available by clicking here: [Your Privacy Choices](#).

If you direct us not to sell/share your personal information, we will consider it a request pursuant to California’s “Shine the Light” law to stop sharing your personal information covered by that law with third parties for their direct marketing purposes.

To exercise your right to opt-out of “sharing” through the use of cookies on the Affiliated Teams’ Websites, please select the “Your Privacy Choices” link at the bottom of the Website or visit the [League’s privacy policy](#).

We reserve the right to confirm your California residence to process your requests and will need to confirm your identity to process your requests to exercise your right to know/access, delete, and correct. This is a security measure to, for example, help ensure we do not disclose information to a person who is not entitled to receive it. The identity verification process may vary depending on how you submit your request.

Consistent with California law, you may designate an authorized agent to make a request on your behalf. If you do so, we may require proof of your identification, the authorized agent’s proof of identification, and any other information that we may request in order to verify the request, including evidence of valid permission for the authorized agent to act on your behalf. We cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee or decline to comply with your request if your request is clearly unfounded, repetitive, or excessive.

We try to respond to all legitimate requests to know/access, delete, and correct within 45 days of your request. Occasionally it may take us longer than 45 days to respond, for instance if your request is particularly complex or you have made a number of requests. In this case, we will notify you of the delay, and may continue to update you regarding the progress of our response.

NOTICE TO RESIDENTS OF CONNECTICUT, VIRGINIA, AND NEW JERSEY

Certain U.S. states where BSE users are located, including Connecticut, New Jersey, and Virginia, provide users with additional rights under their privacy laws. This section applies only to residents of those states (whose laws are in effect) and provides supplemental information regarding how we process personal information of such residents, and their privacy rights under applicable law. For purposes of this section

“personal information” means “personal data” as such term is defined in the applicable state privacy law but does not include information exempted from the scope of such laws.

We describe:

- the categories of personal information we process in the section titled “COLLECTION OF PERSONAL INFORMATION,” which includes certain “sensitive data” for purposes of these state privacy laws (specifically, precise geolocation);
- the purposes for which we process personal information in the section titled “USE OF PERSONAL INFORMATION;” and
- the categories of third parties with whom we disclose personal information in the section titled “DISCLOSURE OF PERSONAL INFORMATION.”

We may “sell” your personal information to third parties or process your personal information for “targeted advertising.” For example, we “sell” your personal information when we provide attendee lists to Event Partners, share contact information with sweepstakes or joint marketing partners, or share preferences, transaction information, and contact information with the League. We process and share your personal information, such as online activity information and device information, for “targeted advertising” in the manner described as “Interest-based advertisements,” under the section titled “USE OF PERSONAL INFORMATION.” Please see below for information on how to exercise your opt-out rights.

Your privacy rights. Residents of applicable states may have some or all of the privacy rights listed below, in addition to the choices described elsewhere in this Privacy Policy. Please note, these rights are not absolute, and, in some cases, we may not be able to respond to your request, such as when a legal exemption applies or if we are not able to verify your identity.

- **Right to access.** You can request that we confirm whether we process your personal information and to access that personal information.
- **Right to delete.** You can request that we delete the personal information provided by or obtained about you.
- **Right to correct.** You can request that we correct inaccurate personal information that we maintain about you.
- **Right to port.** You can request to obtain a copy of personal information in a portable and, to the extent technically feasible, readily usable format.
- **Right to opt-out of sales or sharing/targeted advertising.** If we “sell” your personal information, or engage in “sharing”/“targeted advertising” according to applicable law, you can opt-out.
- **Right to revoke consent.** To the extent we process sensitive data pursuant to your consent, you have the right to revoke your consent.

How to exercise your rights.

- **Access, delete, correct, port, or revoke consent.** You may exercise these privacy rights by calling us toll free at 888-845-3162 or by completing the interactive webform available by clicking here: [Your Privacy Choices](#).
- **Opt-out of sales or sharing/targeted advertising.** To opt-out of the automatic collection of personal information on our Website by cookies and similar technologies for targeted advertising, please select your preferences by clicking “Cookie Settings” at the bottom of the Website. Where required by applicable law, our Website also recognizes the Global Privacy Control (GPC) signal. Note that due to technological limitations, if you visit our Website from a different computer or device, or clear cookies on your browser that store your preferences, you will need to return to this

screen to select your preferences or rebroadcast the GPC signal. You can request to opt-out of other “sales” of your personal information by completing the interactive webform available by clicking here: [Your Privacy Choices](#).

If we decline to take action on your request, you may appeal such refusal within a reasonable time period after we sent you our decision by emailing us at privacy@bseglobal.net.

NOTICE TO NEVADA RESIDENTS

Nevada Revised Statutes Chapter 603A allows Nevada residents to opt-out of the “sale” of certain types of personal information. Subject to several exceptions, Nevada law defines “sale” to mean the exchange of certain types of personal information for monetary consideration to another person. If you are a Nevada resident who wishes to exercise your “sale” opt-out rights, please submit your request to the email address listed at the end of this Privacy Policy with “Nevada Opt-Out” in the subject line.

NOTICE TO INDIVIDUALS IN THE EEA, UK, AND SWITZERLAND

The information provided in this section applies only to individuals in the European Economic Area, United Kingdom, and Switzerland (collectively, “**Europe**”). Except as otherwise specified, references to “personal information” in this Privacy Policy are equivalent to “personal data” governed by European data protection legislation.

Controller. The controller of your personal information covered by this Privacy Policy for purposes of European data protection legislation is BSE Global, 168 39th St, 7th Floor, Brooklyn, NY, 11232, U.S.A.

Legal Bases for Processing. The legal bases of our processing of your personal information as described in this Privacy Policy will depend on the type of personal information and the specific context in which we process it. However, the legal bases we typically rely on are set out in the table below. We rely on our legitimate interests as our legal basis only where those interests are not overridden by the impact on you (unless we have your consent, or our processing is otherwise required or permitted by law). If you have questions about the legal basis of how we process your personal information, contact us at the email address provided at the end of this Privacy Policy.

Processing Purpose (as described above in the “Use of Personal Information” section)	Legal Basis
To provide the Platform or Event	Processing is necessary to perform the contract governing our operation of the Platform, Services, Event or to take steps that you request prior to engaging our Services. Where we cannot process your personal information as required to operate the Platform, Services, or Event on the grounds of contractual necessity, we process your personal information for this purpose based on our legitimate interests as further described in this Privacy Policy.
Research and development	Processing is based on our legitimate interests in performing research and development as described in this Privacy Policy.
Direct marketing	Processing is based on your consent where that consent is required by applicable law. Where we rely on your consent you have the right to withdraw it any time in the manner indicated when you consented or via the relevant Services.
Interest-based advertising	

	Where such consent is not required by applicable law, we process your personal information for this purpose based on our legitimate interests in promoting our business and providing you with tailored, relevant content.
To comply with laws and regulations	Processing is necessary to comply with our legal obligations or based on our legitimate interests in protecting our or others' rights, privacy, safety, or property.
For compliance, fraud prevention, and safety	
With your consent	Processing is based on your consent. Where we rely on your consent you have the right to withdraw it any time in the manner indicated when you consent or via the relevant Services.

Use for New Purposes. We may use your personal information for reasons not described in this Privacy Policy where permitted by law and the reason is compatible with the purpose for which we collected it. If we need to use your personal information for an unrelated purpose, we will notify you and explain the applicable legal basis.

Your Rights. European data protection laws may give you certain rights regarding your personal information. You may ask us to take the following actions in relation to your personal information that we hold:

- **Access.** Provide you with information about our processing of your personal information and give you access to your personal information.
- **Delete.** Delete your personal information.
- **Correct.** Update or correct inaccuracies in your personal information.
- **Port.** Transfer a machine-readable copy of your personal information to you or a third party of your choice.
- **Restrict.** Restrict the processing of your personal information.
- **Object.** Object to our reliance on our legitimate interests as the basis of our processing of your personal information that impacts your rights.

You may submit these requests by contacting us at the email provided at the end of this Privacy Policy or by completing the interactive webform available by clicking here: [Your Privacy Choices](#). We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will tell you why, subject to legal restrictions. If you would like to submit a complaint about our use of your personal information or our response to your requests regarding your personal information, you may contact us or submit a complaint to the data protection regulator in your jurisdiction. In the European Economic Area, you can find your data protection regulator [here](#). In the United Kingdom, you can find your data protection regulator [here](#).

Cross-Border Data Transfer. If we transfer your personal information to a country outside of Europe such that we are required to apply additional safeguards to your personal information under European data protection laws, we will do so. Please contact us at the email address provided at the end of this Privacy Policy for further information about any such transfers or the specific safeguards applied.

CONTACTING US

If you have any questions or concerns about our Privacy Policy or any other privacy or security issue, please contact us at privacy@bseglobal.net.