

KSE Soccer, Inc. a member of Altitude Analytics family of companies, Privacy Policy

Last Updated: March 25, 2026

This privacy policy (the "**Policy**") explains how your personal information is collected, used, disclosed, and usedretained when you visit this or any of the websites or apps (collectively, the "**Platform**"), purchase services or goods, or visit locations operated, owned, controlled or provided by any member of our Altitude Analytics ("**Altitude Analytics**") family of companies (collectively, "**we**," "**us**," or "**our**"), each of which is [listed here](#). We may change this Policy from time to time. If we make any changes, we will post the updated Policy on this page and provide any additional notice of material changes in the manner required by applicable law. Continued use of the Platform after posting or receiving additional notice constitutes acceptance of the updated Policy.

The laws in some of the states in which we operate, including, for example, California and Colorado, grant additional rights, and require specific disclosures, to their residents. We provide, and this Policy reflects, those additional rights and specific disclosures.

For the purposes of this Policy, "**personal information**" means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked directly or indirectly, with a particular individual or household.

We do not own or operate any of the third-party businesses located or operating within our properties. This Policy does not apply to information collected by these third-party businesses, and we are not responsible for their data practices. We encourage you to review the privacy policies of these third-party businesses to understand how each of them may collect, use, disclose, store, or transmit your personal information, and choices you may have with respect to your personal information.

Various members of our family of companies are professional sports teams, including the Denver Nuggets, the Colorado Avalanche, the Colorado Rapids, and the Colorado Mammoth (collectively, the "**Teams**"), which are members of the National Basketball Association, the National Hockey League, Major League Soccer, and the National Lacrosse League, respectively (collectively, the "**Leagues**"). We may receive your personal information from, and share your personal information with, the Leagues and other members of the Leagues. This Policy only applies to how we collect, use, disclose, store, and transmit your personal information. The Leagues and other members of the Leagues do not have any control of, or responsibility or liability for, our collection, use, disclosure, storage or transmission of any information we collect or receive. Similarly, we do not have any control of, or responsibility or liability for, the collection, use, disclosure, storage or transmission of any information that the Leagues and other members of the Leagues collect or receive. We encourage you to review the privacy policies of the Leagues and the other members of the Leagues to understand how each League or other member of the Leagues may collect, use, disclose, store, or transmit your personal information, and choices you may have with respect to your personal information.

We may host events at our venues featuring event promoters, artists, performers, and sports teams or leagues that are not members of our family of companies or members of the Leagues described above (collectively, "**Event Operators**"). These Event Operators may include, without limitation, professional women's soccer leagues such as the National Women's Soccer League ("**NWSL**"), professional women's hockey leagues such as the Professional Women's Hockey League ("**PWHL**"), concert performers, and other entertainment or sporting companies. In connection with these events, we may receive your personal information from, and share your personal information with, Event Operators. This Policy only applies to how

we collect, use, disclose, store, and transmit your personal information. We encourage you to review the privacy policies of Event Operators to understand how each Event Operator may collect, use, disclose, store, or transmit your personal information, and choices you may have with respect to your personal information.

This Policy covers the following topics:

- [PERSONAL INFORMATION WE COLLECT](#)
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PERSONAL INFORMATION WE COLLECT

Personal Information Collected. The personal information we collect, and how we use it, depends largely on how you interact with us, whether by using our Platform, purchasing tickets, merchandise, products, goods or services, or visiting our locations. We collect the following types of personal information:

- **Identifiers**, including, for example, contact information, your name, email address, phone number, city, state, and zip code, social media handle, social security number, identity document (for example, a photo of your driver's license), and signature.
- **Payment Information**, including, for example, your payment card information, purchase history, product details, transaction details (including information related to order fulfillment), payment preferences, and billing address.
- **Social Media Profile Information**, including, for example, username, handle, profile picture, interests, preferences, and engagement metrics.
- **Professional or employment-related data**, including, for example, if you inquire about advertising with us, company name, email address, and phone number, and if you are a business partner attending one of our events, certain travel itinerary information. If you apply for a position with or work for us, this includes information such as government-issued identifiers and employment background and criminal check information (for example, reported credit history and criminal convictions).
- **Characteristics of Protected Classifications**, including, for example, demographic information, date of birth, age, gender, education, special needs information, household income, occupation, home ownership, marital status, military or veteran status, or number of children.
- **Commercial Information**, including, for example, marketing data, such as your viewing habits, preferences, content interactions, and demographic details, and your engagement with our communications, such as support requests, inquiries, feedback, and order information. We and our service providers may record our chats or calls for quality control, training, and legal purposes. This also covers loyalty account details, reservation history, product reviews and contest entries.

- **Internet or Electronic Network Activity Information**, including, for example, the websites you visit before our Platform, pages viewed, time spent, navigation paths, and browser/device details (e.g., type, settings, OS, network info). We also gather information such as IP addresses, crash reports, system activity, and general location.
- **Offline Activity Information**, including, for example, promotional photos and videos taken of you while on our premises, security camera footage used for security and asset protection, and recorded customer service calls. Biometric information and audio, electronic, visual, or similar information collected in connection with offline activity are described in their respective categories above. This data may be collected when you visit one of our tasting rooms, hospitality centers, offices, facilities or other locations.
- **Geolocation Data**, including, for example, your location when using any guidance features in any apps on our Platform.
- **Customer Records**, including, for example, passport number, driver's license or state identification card number, insurance policy number, education, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.
- **Inferences**, such as inferences drawn from the personal information identified above to create a profile reflecting your preferences, characteristics, behavior.
- **Education Information**, if you apply for a position with or work for us, including educational history.
- **Sensitive Information**, such as account log-in information, geolocation information, and biometric information. To the extent that any of the personal information we collect is defined as sensitive under applicable law, such as biometric data or citizenship or citizenship status, we only use the sensitive personal information for the purposes explicitly described in this Policy and in accordance with applicable law. We will obtain your consent before processing sensitive information. We do not collect or use sensitive personal information for the purpose of inferring characteristics about individuals. Note that due to technological limitations, if you visit our Platform 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 Global Privacy Control signal.

The categories of personal information described above reflect our collection practices during the preceding 12 months.

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

- **Personal Information You Provide.** We collect personal information you submit voluntarily, including, without limitation, registering for a contest, subscribing for streaming services, publications, or newsletters, making a purchase, booking reservations, purchasing event tickets, joining our wine club, registering for an account, posting content, or interacting with our services online or at physical locations. This may also include personal information provided via your device's camera or microphone as part of your customer service interactions with us or participation in our promotions, contests or surveys.
- **Personal Information Automatically Collected.** We, along with our service providers and partners, may automatically collect data about your device and activity, including online and location-based interactions, purchases, and use of our services. This includes device details, browsing activity, and interactions with our ads or communications, often through cookies and similar technologies, some of which are listed here:
 - **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.
 - **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 site, and identify areas for improvement.
- **Cameras**, which may be installed in any of our locations, including tasting rooms, and are used for purposes of operational effectiveness, security, asset protection or photos and videos captured for use in media content such as documentary films and promotional ads.
- **Wi-Fi and Bluetooth Beacons**, which allow us to gather precise geolocation information from your device using technologies deployed in our locations and communicate with you, send you rewards, or show you products that may interest you based on your preferences or other data we have collected about you.
- **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 service providers, advertising partners, data analytics partners, operating systems and platforms, social media platforms, publicly available sources, data licensors or providers, Event operators/promoters, or the Leagues and other members of the Leagues. We may merge or combine such personal information with the personal information we collect from you directly or automatically.
- **Referrals.** Users of our Platform may have the opportunity to refer to us colleagues, friends, or other contacts and share their contact information and other personal information. Please do not provide us with someone's personal information unless you have their permission to do so.

HOW WE USE PERSONAL INFORMATION

Our primary purpose in collecting personal information is to provide the content and services and to operate our business. We also use personal information for the purposes set forth below and as otherwise described in this Policy or at the time of collection. The categories of personal information we collect, the processing purposes, with whom we disclose personal information, and whether personal information is sold or used for targeted advertising are outlined in a table. [Click here](#) to view the table showing these categories as required by applicable law, including, but not limited to, the laws of California and Colorado.

To Offer and Deliver Goods and Services to You. We may use personal information to offer and deliver goods and services to you, including online or in-person at our locations. For example, we may use personal information to process payments for goods or services or fulfill and ship orders for purchases of goods and provide receipts of purchases for your records online or in-person.

To Facilitate Event and Activity Management. We may use personal information to facilitate event or activity management. For example, we may use personal information to manage bookings, entry, and related activity at our locations.

To Provide the Platform. We may use personal information to operate our Platform. For example, we use personal information to:

- improve and personalize your experience on or with the Platform; and
- verify your identity for authentication and security purposes, or determine your eligibility for offers and promotions.

For Maintenance and Support. We may use personal information to provide maintenance or support for our goods and services, including online (for example, for our Platform) and at our locations.

For Customer Service and Communication. We may use personal information to respond to inquiries or resolve issues, including those related to purchases, bookings, the Platform or event participation, as well as assist with refunds, exchanges, lost-and-found services, or other matters.

For Research and Development. We use personal information for research and development purposes, including to study, maintain, and improve our goods and services, as well as develop and improve existing goods and services and build new ones, including in relation to the features and functionality of our Platform, understand and analyze the purchase, engagement, participation, usage, or other trends and preferences of our customers and users, and develop and improve our goods and services, both online and at our locations. We may also collect personal information, such as your name, email, and signature, in response to a petition. 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 or de-identified data by removing information that makes the data personally identifiable to you or your device, whether directly or indirectly. We will maintain and use any de-identified data without attempting to reidentify the data. We may use this anonymous or de-identified data and share it with third parties for our lawful business purposes.

For Direct Marketing. We may send you Altitude Analytics-related or other direct marketing communications as permitted by law, including materials, updates, information, special offers, and promotional material from us and our business partners. You may opt-out of our marketing communications as described in the "YOUR RIGHTS AND THE CHOICES YOU CAN MAKE" section below. If applicable law requires consent prior to sending you marketing communications, we will not send you direct marketing without your prior consent.

To Create Promotional Media Content. We may use photos and videos taken of you on our premises, such as in our stadiums, to create documentaries, films or other promotional media on Altitude Analytics-owned or operated websites or through third-party platforms, including streaming services and social media websites.

For Loyalty and Membership Programs. We may use personal information to enroll and manage loyalty and membership programs and track and notify you of information related to such programs.

Notice of Financial Incentive. We may offer loyalty and membership programs, discounts, or other incentives in exchange for the collection, retention, or use of your personal information. When you participate in these programs, you are providing us with personal information that has value to our business. The value of your personal information is reasonably related to the value of the discount or benefit offered, calculated based on the expense related to offering the program and the anticipated revenue generated. You may opt into these programs by signing up through our Platform or at our locations. You may withdraw from any financial incentive program at any time by contacting us using the information in the "HOW TO CONTACT US" section below or by adjusting your account settings. Your withdrawal will not affect any benefits already provided to you.

To Display Advertisements. We partner with advertising partners and other third parties that collect information (including the online activity information and device information described above in the "PERSONAL INFORMATION AUTOMATICALLY COLLECTED" section above) across various channels, including offline and online, to help us advertise our Platform and for purposes of displaying advertisements on the Platform or elsewhere online and delivering more relevant advertising to you. These advertisements are delivered by our advertising partners and may be targeted based on your use of the Platform or your activity elsewhere online. Our partners may use your information to recognize you across different channels and platforms, including but not limited to, computers and mobile devices, over time for advertising (including addressable TV), analytics, attribution, and reporting purposes. For example, our partners may deliver an ad to you in your web browser based on a purchase you made in a physical retail

store, or they may send a personalized marketing email to you based on the fact that you visited a particular website. To learn more about your choices in connection with advertisements, please see "Advertising Choices" within the "YOUR RIGHTS AND THE CHOICES YOU CAN MAKE" and "ADDITIONAL CHOICES YOU CAN MAKE" sections 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 Sales or Transfers of Control. We may also transfer or assign personal information as a result of, or in connection with, a sale, merger, consolidation, change in control, transfer of assets, bankruptcy, reorganization, or liquidation. If we are involved in defending a legal claim, we may disclose personal information that is relevant to the claim to third parties as a result of, or in connection with, the associated legal proceedings.

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 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); (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; and (e) prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft. We sometimes use facial recognition technology where permitted by law to identify individuals whose presence at our properties could impact the safety of people at the property, including, for example, individuals who have previously been notified that they are banned from the property. While we may use facial recognition technology as described above using data we collect directly, we do not receive or use facial scans or facial recognition data from third parties.

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.

HOW WE SHARE PERSONAL INFORMATION

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

Service Providers and Vendors. We may share your personal information with third parties who perform services on our behalf that are necessary for the orderly operation of our business. For example, we work with service providers and vendors that help us process payments and provide billing services, facilitate event management, ticketing, and reservations, deliver goods or services you purchase from us, perform website hosting, maintenance services, database management, analytics, fraud protection, marketing, finances, and other purposes.

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

Business and Advertising Partners. We may share your personal information with our partners and sponsors for co-branded services, selling or delivering our goods or services, or engaging in joint marketing or promotional activities, to send you information about goods and services, including events, you may like. We may also share usage information, such as information collected at our locations and about our Platform, including searches and viewing information with authorized TV providers and our partners and sponsors for online advertisement purposes, including for the purposes

described in the "To Display Advertisements" section above. These types of sharing could be considered a "sale" or "share" under California law, which you can opt out of by clicking "Do Not Sell or Share My Personal Information" at the bottom of our website or at the bottom of our App, or by enabling a Universal Opt-Out Mechanism such as the Global Privacy Control in your browser settings.

Other Users of the Platform 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 choose to sign one of our petitions, and we may identify you by displaying information such as your name or social media handle along with the content you submit. We do not control how other users or third parties use any personal information that you make available to other users or the public.

Leagues and Sports Teams. We may share your personal information with the Leagues in which we are members and other members of the Leagues.

Video Production Partners. If you have been filmed for any productions, we may share your personal information with parties involved in our video productions, including co-producers, commissioners, broadcasters, or distributors.

Ticket Platforms. We may share your personal information with ticketing platforms and box offices.

Law Enforcement. 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 (for example, a court or a government agency).

Authorities and Others for Compliance, Fraud Protection, and Safety. 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 subsection above 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).

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, any applicable ongoing legal claims, and the applicable contractual obligations or legal requirements. We retain sensitive information, such as biometric data or citizenship or citizenship status, only for as long as necessary to fulfill the purpose for which it was collected, and in no event longer than one (1) year after the individual's last interaction with us, unless a longer retention period is required by law.

SECURITY OF PERSONAL INFORMATION

We have implemented reasonable security features designed to protect personal information, including administrative, technical, and physical safeguards. While we try our best to safeguard personal information once we receive it, please understand that no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. When we engage service providers or vendors to process personal information, we take steps to ensure that they do so securely, in accordance with our instructions and under appropriate contract terms that we have in place with them.

CHILDREN'S PRIVACY

Our Platform is not directed to individuals who are under 18 years old. We do not knowingly collect personal information from individuals under 18 years of age, except where the parent or guardian has provided consent. Individuals under the age of 18 should not attempt to provide us with any personal information without parental or guardian consent. If you think we have received personal information from individuals under the age of 18 in violation of this Policy, please contact us immediately. We do not knowingly "sell" or "share" the personal information of individuals under 18 years of age as defined by the California Privacy Rights Act as amended by the California Privacy Rights Act ("CCPA").

LINKS TO WEBSITES AND APPS

We may provide links to other websites and apps not operated or owned by us. Please be advised that the practices described in this Policy do not apply to information gathered through these third-party websites and apps. 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 have no control over, and are not responsible for, the actions and privacy policies of third parties and other websites and apps. We encourage you to read the privacy policies of the other websites and online services you use.

YOUR RIGHTS AND THE CHOICES YOU CAN MAKE

You have the following rights regarding your personal information:

- **The 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 in a portable, readily usable and machine-readable format.
- **The Right to Correct/Rectify.** You can request that we correct inaccurate personal information that we maintain about you.
- **The Right to Delete/Erase.** You can request that we delete the personal information we collected from you.
- **Right to Opt-Out of Targeted Advertising.** You have the right to opt-out of "targeted advertising" under applicable state law. We will also honor opt-out preferences transmitted through Universal Opt-Out Mechanisms ("UOOMs") as a valid means to opt-out of targeted advertising.
- **The Right to Opt-Out of Sales/Sharing.** If we "sell" or "share" your personal information, you can opt-out. While we do not "sell" your personal information to third parties in exchange for money, we may "sell" your personal information, as described by the CCPA, for other valuable consideration. We also "share" your personal information, as described by the CCPA, for purposes of cross-context behavioral

advertising. If you direct us not to sell or share your personal information, we will also consider your direction to be 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.

- **Right to Opt-Out of Profiling.** You may request to opt-out of profiling in furtherance of a decision that produces a legal or similarly significant effect.
- **The Right to Data Portability.** You have the right to obtain your personal information in a portable, and to the extent technically feasible, readily usable format, that allows you to transmit the data to another entity without hindrance.
- **Right to Limit Processing of Sensitive Personal Information.** You have the right to ask that we limit how we process your sensitive personal information, subject to exceptions.
- **The Right to Withdraw Consent.** Where we process your personal information based on consent (including direct marketing consents), you have the right to withdraw consent at any time. In case of a withdrawal, we may continue to use your personal information as permitted or required by law.
- **Right to Opt Out of Profiling and Automated Decision Making.** We may use automated decision-making technologies in limited circumstances, such as for fraud prevention, eligibility determinations for promotions, and personalized content recommendations. These automated processes analyze personal information to make decisions without human involvement. You may request to opt-out of profiling or automated decision-making, that produces legal or similarly significant effects, or to learn more about the algorithmic logic involved and the likely outcome of such decision-making processes.
- **The Right to Nondiscrimination.** You are entitled to exercise the rights described above without receiving discriminatory treatment.
- **The Right to Appeal.** You may appeal our decision to your request regarding your personal information. To do so, please contact us in any of the ways listed below. We respond to all appeal requests as soon as we reasonably can, and no later than legally required. Click [here](#) to review our appeals process. You may also file a complaint with the state attorney general or equivalent regulatory authority.

We reserve the right to confirm your identity to process your requests. 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. If you direct us not to sell or 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. We will also honor opt-out preferences transmitted through Universal Opt-Out Mechanisms ("UOOMs") as a valid means to opt-out of targeted advertising. We reserve the right to confirm your identity to process your requests. 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.

HOW TO EXERCISE YOUR RIGHTS

In order to exercise your rights and make a request, please visit click "Do Not Sell or Share My Personal Information" at the bottom of this website.

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 endeavor to respond to all legitimate requests within 30 days of your request. Occasionally it may take us longer than 30 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.

We note, however, that these rights, and rights listed elsewhere in this Privacy Policy, may not be 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.

ADDITIONAL CHOICES YOU CAN MAKE

Email Communications. If you provide us with your email address in order to receive communications, you can opt-out of marketing emails at any time by following the instructions at the bottom of our emails. Please note that certain emails may be necessary for the operation of our Platform, such as to deliver notifications directly to you through the Platform. You will continue to receive these emails, even if you unsubscribe from our marketing communications.

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 website may use Google Analytics to help us analyze how the website is being accessed and used. You can learn more about Google Analytics cookies 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. If you wish to minimize the amount of interest-based advertising you receive (as described in the "To Display Advertisements" subsection above), you may block third-party cookies in your browser settings, use browser plug-ins/extensions, and use 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 (thenai.org/glossary/opt-out-mechanism) and the Digital Advertising Alliance (optout.aboutads.info). Some users 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 and Global Privacy Control. 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 traditional "do not track" signals. However, we do honor Global Privacy Control ("GPC") signals transmitted by your browser as a valid request to opt out of the sale or sharing of your personal information and targeted advertising, as required by applicable state privacy laws. Note that due to technological limitations, if you visit our Platform 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. To find out more about "do not track" signals, please visit allaboutdnt.com. To learn more about Global Privacy Control, please visit globalprivacycontrol.org.

HOW TO CONTACT US

If you have any questions related to this Policy, please contact us at the following:

Email: privacy@teamkse.com and legalnotices@teamkse.com

Phone Number: 1-833-453-2794

Address: 1000 Chopper Circle, Denver, CO 80204

DISCLOSURES FOR PERSONAL INFORMATION

Covering the Period Beginning 12 Months before the Last Update of this Policy

For each category of personal information described in the chart below, we collect the information online and offline when you directly provide it to us, through your use of our services, or from third parties, for the purposes listed in the "How We Use Personal Information" section of this Policy. For more information about the types of personal information we collect, please see the "Personal Information We Collect" section of this Policy. We disclose each category to our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the "How We Share Personal Information" section above. We retain each category as described in the "Retention of Personal Information" section of this Policy.

Category	Examples	Disclosed for a Business Purpose under the CCPA?	"Sold" or "Shared" under the CCPA?	Targeted Advertising under the Colorado Privacy Act ("CPA")?
Identifiers	Name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers	Yes	Yes: Sold to Event, Venue, Sweepstakes and Joint Marketing Partners	Yes: Used for targeted advertising with advertising partners
Protected classification characteristics under California or federal law	Age, race, physical or mental disability, gender, veteran or military status	Yes	No	No
Customer Records	Passport number, driver's license or state identification card number, insurance policy number, education, bank account number, credit	Yes	No	No

	card number, debit card number, or any other financial information, medical information, or health insurance information			
Commercial information	Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	Yes	No	No
Social Media	Username, handle, profile picture, interests, preferences, and engagement metrics	Yes	No	No
Payment Information	Payment card information, purchase history, product details, transaction details	Yes	Yes: Only purchase history, product details and transaction details sold to Event and Venue Partners	No.
Biometric information	Physiological, behavioral, and biological characteristics (<i>e.g.</i> , facial geometry)	Yes	No	No
Internet or other similar network activity	Information on a customer's interaction with our services including websites, applications, or advertisements	Yes	Yes: Shared with our advertising partners for cross-context behavioral advertising.	Yes: Used for targeted advertising with advertising partners
Geolocation data	Physical location or movements	Yes	No	No
Sensory data (Audio, video, etc.)	Audio, video, and similar information from cameras or other recording devices inside and outside our premises	Yes	No	No
Professional or employment-related information	Current or past job history	Yes	No	No

Inferences drawn from other personal information	Information generated from your use of our products, services, or your visit to the premises reflecting your preferences	Yes	No	No
Sensitive personal information	Account log-in information, geolocation information, and biometric information	Yes	No	No