

Protecting your privacy is a top priority to us. Excel Sports Management (Excel) has created this privacy policy in order to disclose our information gathering and dissemination practices for this web site (the "Site"). In particular, this Privacy Policy describes our privacy practices with regard to information about you that could reasonably be used to identify you personally or that is associated with information that identifies you ("Personal Information"). This policy is effective as of March 1, 2022.

**What we collect and how we collect it:**

We may collect your name, age, address, e-mail address, phone number, payment information, account username and passwords ("Personal Information"). We will need this information to complete and process your order and provide certain services to you. Personal Information is viewed only by the owners and employees of Excel if they are involved in the handling of your account or in the completion, delivery or customer support of your order.

Personal Information may be disclosed to trusted persons working together with Excel if they are involved in the completion, delivery or customer support of your order of goods and/or services offered through the websites. Examples include third parties who are providing the goods and/or services offered through the websites, assist in hosting our web servers, analyzing data, providing marketing assistance, sales tracking, processing credit card or other forms of payments, and providing customer service. We also may share aggregated anonymous information about visitors to our websites with third parties so that they can understand the kinds of visitors to the websites and how those visitors use the websites.

We may disclose and transfer such information to a third party who acquires all or a substantial portion of our business, whether such acquisition is by way of merger, consolidation or purchase of all or a substantial portion of our assets. In addition, in the event we become the subject of an insolvency proceeding, whether voluntary or involuntary, we or our liquidator, administrator, receiver or administrative receiver may sell, license or otherwise dispose of such information in a transaction approved by the court.

By logging into the Excel websites, or expressly opting in when presented with choices, you have consented for us to use your information, subject to local law, in at least the following ways: to create a profile for you based on information that you have provided to us; to contact you about any Excel's website updates, informational and service-related communications, including important security updates; to provide you additional communications, information, and promotions such as newsletters; to inform you of other products or services available from Excel or its affiliates; to provide the services requested by you; to enable you to provide feedback, to contact us and for us to respond to you; and to generate internal reports about the use of our websites.

We also collect login information used to access Excel websites. You are responsible for ensuring that your log-in information (e.g., your User ID and password) are kept confidential. We have implemented technical and organizational measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration or disclosure. Notwithstanding such measures, the Internet is an open system and we cannot guarantee that unauthorized third parties will never be able to defeat those measures or use your Personal Information for improper purposes. Please consider this prior to submitting your Personal Information to us via our websites. We may also allow other companies to display advertisements to you while you are visiting our websites. Because your Web browser must request these advertisements from the other companies' servers, these companies can view, edit or set their own cookies, just as if you had requested a webpage from their site. Excel has no control over, and is not responsible for, the practices of those third party advertisers and encourages you to review the policies of such advertisers.

We may allow third party cookies as part of online advertising campaigns to determine and track site traffic landing from Excel's advertising banners that have been placed on the websites of third parties. The data collected via these cookies is anonymous and the information is not linked to your personally identifiable information without your permission.

#### **How this information is used:**

The order is processed and kept for record-keeping purposes. Your e-mail address and phone number may be used to contact you if we have a question regarding your order. We will never call your phone number if it is not related to your order.

Personal Information may be disclosed to trusted persons working together with Excel if they are involved in the completion, delivery or customer support of your order or services we provide.

Examples include third parties who assist in hosting our web servers, analyzing data, providing marketing assistance, processing credit card payments, and providing customer service. We also may share aggregated anonymous information about visitors to the Site with third parties so that they can understand the kinds of visitors to the Site and how those visitors use the Site.

We may disclose information we collect from and about you to carefully-selected third party partners, so that they may inform you of offers, promotions and services. We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

If you provide Excel with Personal Information, that information may be used, and you have consented for Excel to use the information, to: operate and improve the Site; provide and deliver the products and services we offer; allow you to create an account; create a profile for you based on information that you have provided; alert you of new products or services, features, or enhancements; handle your customer service questions or issues; request feedback; notify you of promotions, updates, or special offers that may interest you; and assist in connection with the collection of any debts owed by you to Excel.

We may disclose and transfer such information to a third party who, in the unlikely event, acquires all or a substantial portion of Excel's business, whether such acquisition is by way of merger, consolidation or purchase of all or a substantial portion of our assets.

In each of these situations, the recipients of your data may potentially be located in countries whose data protection legislation is different from your country

#### **Posting Your Information to Public Areas of the Site**

We do not display Personal Information without your permission. However, if you post any of your Personal Information in public areas of our websites, such as in product or service reviews, online forums or chat rooms, such information may be collected and used by others over whom we have no control. We cannot control the use made by third parties of information you post or otherwise make available in public areas of our websites.

#### **Credit Card Information**

Your credit card is charged as you submit your order only for the amount you have approved. Refunds for returned products or unavailable items are processed with the same credit card that was provided in the original order. At no point does Excel possess the full credit card number unless given to it during a manual transaction, such as a phone order. A short period of time after the order is processed, the credit card information is purged from the order.

#### **How Long We Keep Personal Information**

Typically, we keep Personal Information for the length of any contractual relationship and, to the extent permitted by applicable laws, after the end of that relationship for as long as necessary to perform purposes set out in this Privacy Policy, to protect us from legal claims and administer our

business. When we no longer need to use Personal Information, we will delete it from our systems and records or take steps to anonymize the data unless we need to keep it longer to comply with a legal or regulatory obligation.

### **Cookies**

Cookies are a message that a web server transmits to a web browser to personalize the user's experience on our Site. Cookies can help store Personal Information about you so that when you return to the Site you have a more personalized experience. Have you ever returned to a site and have seen your name mysteriously appear on the screen? It is because on a previous visit you gave your name to the site and it was stored in a cookie so that when you returned you would be greeted with a personal message. Cookies do not act maliciously on computer systems. They are merely text files that you have the option of deleting at any time. All browsers can be set to reject cookies if the user prefers to use the Internet without enabling cookies to be stored. Please note that certain features of the checkout process may require you to enable Cookies on your browser.