

# Nations Sports Group Privacy Policy

## Section 1

### Information covered by this privacy Policy.

Except as specifically described below in section 2 and section 6, this Privacy Policy applies only to personally identifiable information collected on the Web sites where this Privacy Policy is posted and does not apply to any other information collected by Nations Sports Group, LLC and affiliated companies through any other means.

As used in this Privacy Policy, "Nations Sports Group, LLC and affiliated companies" refers to Nations Sports Group, LLC and its subsidiary and affiliated entities, singly or together, including companies such as Nations Golf as well as other affiliated companies that offer their products and services under a different brand name.

In keeping with the traditions of Nations Baseball, we refer to individuals who purchase or use products or services of Nations Sports Group, LLC and affiliated companies as "customers, or participants". When this Privacy Policy uses the term "personally identifiable information," we mean information that identifies a particular individual, such as the individual's name, postal address, e-mail address, and telephone number. When other information (such as, for example, consumer product preferences or number of children) is directly associated with personally identifiable information, this other information also is treated as personally identifiable information for purposes of this Privacy Policy. Personally identifiable information does not include screen names (also known as member names, usernames or other online aliases) provided by our participants in the course of registering with or using any of our Web sites, except in circumstances in which we request that participants provide their e-mail addresses as their screen names. Personally identifiable information is sometimes referred to in this Privacy Policy as "personal information." Finally, the terms of this Privacy Policy are subject to all applicable laws.

## Section 2

### Types of personally identifiable information we collect about our Participants.

We collect several types of personally identifiable information about our participants.

#### Information You Provide to Us

Much of the personally identifiable information we receive comes directly from participants who are interested in obtaining various products and services from us or another member of Nations Sports Group, LLC and affiliated companies. Typically, this information includes the guest's name, postal address, e-mail address, and telephone number. We may also collect other types of information such as gender, age, number of children, and personal interests, which we may associate with personally identifiable information. If you purchase products or services from us or another member of Nations Sports Group, LLC or an affiliated company, we'll note, for example, credit card information, the type of services or products ordered or purchased, and the date of the order or purchase. We may collect personal information when you register on, log on, or visit our Web sites, including when you participate in activities on our Web sites, such as sweepstakes, contests, games, and informational and promotional offers, and when you provide information to our customer service representatives. Finally, our Web sites may offer message boards, conversation pages, chat rooms, social community environments, profile pages, and other Public Forums (as defined in the Terms of Use governing our Web sites (the "Terms of Use")), as well as other features in which you may provide us with User Submissions (as defined in the Terms of Use). If you provide personal information when you use any of these features, that personal information may be publicly posted and otherwise disclosed without limitation as to its use by a third party. Our rules regarding User Submissions are described in the Terms of Use, including in the "User Submissions," "Public Forums and Communication" and "House Rules" sections of the Terms of Use.

### Information Collected Through Technology

We collect information through technology to make our sites more interesting and useful to you and for various purposes related to our business. For instance, when you come to one of our sites, we collect your IP address. An IP address is associated with the access point through which you enter the Internet, and is typically controlled by your Internet Service Provider (ISP), your company, or your university. Standing alone, your IP address is not personally identifiable. We may use IP addresses to collect information regarding the frequency with which our participants visit various parts of our sites, and we may combine IP addresses with personally identifiable information.

Our Web sites collect information through a variety of technical methods, including cookies and Web beacons. Cookies are pieces of information that a Web site sends to your computer while you are viewing the Web site. Web beacons are small pieces of data that are embedded in images on the pages of Web sites. Cookies, web beacons and other technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf.

We may use the information collected through these technical methods for many purposes, including delivering content, tracking and enhancing our participants' experience on our Web sites. For example, when you return to one of our Web sites after logging in, cookies provide information to the site so that the site will remember who you are. We also may use technical methods to analyze the traffic patterns on our Web sites, such as the frequency with which our users visit various parts of our Web sites, and third party Web sites, such as the frequency with which our users visit other Web sites. In HTML e-mails that we send our participants, we may use technical methods for a number of purposes, including: to determine whether our participants have opened or forwarded those e-mails and/or clicked on links in those e-mails, to customize the display of banner advertisements and other messages after a guest has closed the e-mail, and to determine whether a guest has made an inquiry or purchase in response to a particular e-mail. These technical methods may enable us to collect and use information in a form that is personally identifiable.

Advertisers on our Web sites may use cookies and Web beacons to collect personally identifiable information about your visits to our Web sites and other Web sites in order to provide advertisements about goods and services of interest to you. Please keep in mind that if you click on an advertisement on one of our Web sites and link to a third party's Web site, then our Privacy Policy will not apply to your personally identifiable information collected on that third party's Web site and you must read the privacy policy posted on that site to see how your personally identifiable information will be handled.

### Information That We Collect from Others

We may update and supplement personally identifiable information that we have collected directly from our participants with other information that we obtain from third parties and other members of Nations Sports Group, LLC and affiliated companies. In addition, we may obtain personally identifiable information about individuals who are not yet users of our Web sites or participants of Nations Sports Group, LLC and affiliated companies. In addition, when we associate information that we obtain from third parties or other members of Nations Sports Group, LLC and affiliated companies with personally identifiable information that we have collected under this Privacy Policy, we will treat the acquired information like the information that we collected ourselves and, except as permitted by this Privacy Policy, the information will not be shared with third parties.

### **Section 3**

**How personally identifiable information is used and shared.**

As described in detail below, Nations Sports Group, LLC and affiliated companies may use your personally identifiable information in many ways, including sending you promotional materials, and sharing your information with third parties so that these third parties can send you promotional materials. (By "promotional materials," we mean communications that directly promote the use of Web sites, or the purchase of products or services.) As outlined below in section 4, you may "opt out" of certain uses of your personal information.

#### General Provisions for Sharing and Use by Nations Sports Group, LLC and affiliated companies, Licensees and Co-Branding Participants

Personally identifiable information collected under this Privacy Policy is shared among and used by Nations Sports Group, LLC and affiliated companies for many purposes. For example, Nations Sports Group, LLC and affiliated companies may use your personal information to send you promotional materials about goods and services (including special offers and promotions) either offered by Nations Sports Group, LLC and affiliated companies or offered by third parties. These promotional materials may be sent to you by postal mail, e-mail or other means. You may opt out of receiving these communications as provided in section 4 below. Please keep in mind, however, that when you purchase or request products or services (or information about products or services) from a particular member of Nations Sports Group, LLC and affiliated companies, promotional materials about goods and services offered by another member of Nations Sports Group, LLC and affiliated companies and/or by a third party may accompany delivery of the product, service or information that you have requested. We refer to sending you promotional materials in these circumstances as "Fulfillment Uses" of your personal information. Because these promotional materials accompany products, services or information that you have requested, your opt-outs for Individual Nations Baseball Family of Companies and Third Parties under section 4 below will not apply to any of these Fulfillment Uses.

Nations Sports Group, LLC and affiliated companies may also use your personal information for many purposes other than sending you promotional materials. (We refer to all of these types of uses of your personal information that do not involve the sending of promotional materials as "Operational Uses.") For example, we may use your information to complete transactions requested by you (such as your purchase of a product or service offered on our Web sites), or to send you administrative communications either about your account with us or about features of our Web sites, including any future changes to this Privacy Policy.

In addition to using your personal information within Nations Sports Group, LLC and affiliated companies, Nations Sports Group, LLC and affiliated companies may share your personal information with companies that offer products and/or services under brand names or using characters or other intellectual property of Nations Sports Group, LLC and affiliated companies. These companies are called "licensees." For example, a company that produces and sells sports equipment under the "Nations Baseball" brand would be such a licensee. Nations Sports Group, LLC and affiliated companies may also share your personal information with companies that offer products and/or services that are co-branded using brand names of Nations Sports Group, LLC and affiliated companies. These companies are called "co-branding participants." When Nations Sports Group, LLC and affiliated companies shares personal information with third parties acting as licensees and co-branding participants, these licensees and co-branding participants are restricted by contract from using the personal information for any marketing or promotional purpose that is not related to a licensed or co-branded product or service. Finally, to further protect your privacy, these licensees and co-branding participants' use of personal information shared with them under this Privacy Policy is subject to the same opt-out rights (and limitations upon those rights) that apply to use of personal information by members of Nations Sports Group, LLC and affiliated companies under section 4 below.

Finally, Nations Sports Group, LLC and affiliated companies may take your personally identifiable information and make it non-personally identifiable, either by combining it with information about other individuals (aggregating your information with information about other individuals), or by removing characteristics (such as your name) that make the information personally identifiable to you (de-

personalizing your information). Given the nature of this information, there are no restrictions under this Privacy Policy upon the right of Nations Sports Group, LLC and affiliated companies to aggregate or de-personalize your personal information, and Nations Sports Group, LLC and affiliated companies may use and/or share with third parties the resulting non-personally identifiable information in any way.

#### Third Parties Offering Promotions, Products, or Services

Subject to your opt-out choice (see section 4 below), Nations Sports Group, LLC and affiliated companies may share your personal information with selected third parties so that they can send you promotional materials about goods and services (including special offers and promotions) offered by them. (We call this type of sharing "promotional sharing" or sharing for "promotional purposes.") When sharing your information for promotional purposes, Nations Sports Group, LLC and affiliated companies attempts to select only reputable companies that offer high quality products and services. Moreover, Nations Sports Group, LLC and affiliated companies will not share your e-mail address with third parties for promotional purposes, except when you consent to such sharing in the course of your participation in a Sponsored Activity as described below. When Nations Sports Group, LLC and affiliated companies shares your personal information with a third party under any circumstance described in this "Third Parties Offering Promotions, Products, or Services" section, your personal information will become permanently subject to the information use and sharing practices of the third party, and the third party will not be restricted by this Privacy Policy with respect to its use and further sharing of your personal information.

In addition to the promotional sharing that is subject to your opt-out choice under section 4 below, Nations Sports Group, LLC and affiliated companies may also share your information when you engage in certain activities on our sites that are sponsored by third parties, such as purchasing products or services offered by a third party, electing to receive information or communications from a third party, or electing to participate in contests, sweepstakes, games or other programs sponsored in whole or in part by a third party. Nations Sports Group, LLC and affiliated companies may also share your personal information when you respond to promotional materials from Nations Sports Group, LLC and affiliated companies, and authorize a third party to use your personal information for purposes such as, for example, sending you additional promotional materials, providing you a product or service, or entering you in a contest, sweepstakes or game. (We refer to all of these activities and requests as "Sponsored Activities.") When you participate in Sponsored Activities, you will either be required or requested to agree that the sponsor or business associate may use your personal information (including, in some cases, your e-mail address) in accordance with the sponsor or business associate's privacy practices. Since you will have consented to this specific instance of sharing of your personal information, the opt-out choice for "Third Parties" described in section 4 below will not apply.

#### Companies That Facilitate Communications and Transactions with You

Sometimes Nations Sports Group, LLC and affiliated companies hires companies to help provide products or services, like a shipping company that delivers a package or a company that helps fulfill prizes for a sweepstakes. In those instances, there is a need to share your information with these companies. Sometimes Nations Sports Group, LLC and affiliated companies also works with other companies who help either gather your information or communicate with you, such as a company that helps to provide customer service. Your opt-out choice under section 4 below will not apply to sharing by Nations Sports Group, LLC and affiliated companies of your personal information with any of these companies. Nonetheless, except as separately permitted by other provisions of this Privacy Policy, these companies are allowed to gather, receive, and use your information only for the purposes described in this paragraph or to facilitate compliance with laws.

#### Companies That You Previously Authorized to Obtain Your Information

In certain circumstances, your dealings with a third party may have authorized that third party to obtain your personal information from Nations Sports Group, LLC and affiliated companies and to use that information in accordance with the third party's own privacy practices and policies. For example, in using an online shopping service (such as the shopping services offered by Internet portals that refer the portal's users to third-party merchants), you may have authorized that shopping service to obtain from the

service's participating third-party merchants (including Nations Sports Group, LLC and affiliated companies) information about your purchases conducted through the shopping service. In such circumstances, your opt-out election under section 4 below will not apply to sharing of your personal information by Nations Sports Group, LLC and affiliated companies. Nonetheless, Nations Sports Group, LLC and affiliated companies will provide such companies only the information that you authorized (except as separately permitted under other provisions of this Privacy Policy). In the example given above, the shopping service would be provided only information concerning purchases you made from Nations Sports Group, LLC and affiliated companies through that shopping service, and would not be provided any other information concerning you, unless any additional sharing of your personal information were separately permitted under another provision of this Privacy Policy.

#### Purchase or Sale of Businesses

From time to time, we may purchase a business or sell one or more of our businesses (or portions thereof) and your personally identifiable information may be transferred as a part of the purchase or sale. In the event that we purchase a business, the personally identifiable information received with that business would be treated in accordance with this Privacy Policy, if it is practicable and permissible to do so. In the event that we sell a business, we will include provisions in the selling contract requiring the purchaser to treat your personally identifiable information in the same manner required by this Privacy Policy (including any amendments to this Privacy Policy). In light of this protection, your opt-out choice under section 4 will not affect our right to transfer your information to a purchaser in these circumstances. The provisions of this paragraph will also apply in the event that one or more businesses of any other member of Nations Sports Group, LLC and affiliated companies are sold and personal information subject to this Privacy Policy is transferred to a purchaser of those businesses.

#### Disclosures to Comply With Laws and Disclosures to Help Protect the Security and Safety of Our Web Sites, Nations Sports Group, LLC and affiliated companies and Others

Regardless of your choice under section 4, Nations Sports Group, LLC and affiliated companies will disclose personal information when it believes in good faith that such disclosures (a) facilitate compliance with laws, including, for example, compliance with a court order or subpoena, or (b) will help to: enforce our Terms of Use; enforce contest, sweepstakes, promotions, and/or game rules; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Web sites, Nations Sports Group, LLC and affiliated companies, and/or third parties, including the safety and security of property that belongs to Nations Sports Group, LLC and affiliated companies or third parties.

#### **Section 4**

##### **Your choices about the collection, use, and sharing of your personally identifiable information.**

You may choose to opt out of receiving promotional materials from third parties. If you do not choose this opt-out, Nations Sports Group, LLC and affiliated companies may share your personal information so that third parties can send you these promotional materials. Your opt-out choices for third parties generally are specific to the particular Web sites where you make these choices. Thus, if you want to opt out of all uses of your personal information covered by the "Third Parties" opt-out, you must consistently elect that opt-out at each of our Web sites either when you register or when you log in and visit that Web site's Guest Services center. If you want to make a change in your "Third Parties" opt-out choices, you will need to make that change at each of our Web sites where you previously made a different choice. Please bear in mind that this opt-out choice for "Third Parties" will not apply to the licensees and co-branding participants described above in section 3.

## **Section 5**

### **Security measures taken to safeguard your personally identifiable information.**

The security and confidentiality of your information is extremely important to us. We have implemented technical, administrative, and physical security measures to protect guest information from unauthorized access and improper use. From time to time, we review our security procedures in order to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable.

## **Section 6**

### **Updating your contact information and opt out choices.**

You can access and update the contact information you gave us during registration (that is, your postal address, e-mail address, or any other information that would directly enable us to contact you), or modify your opt-out choices, by going to your account page. Simply click on this link <http://register.go.com/go/memberservices/home>. There are instructions on the start page of the link above to help you recover your password if you've forgotten it. In some cases, your account may expire or be terminated under our Terms of Use.

## **Section 7**

### **Additional privacy protections we provide for children under the age of 13 who visit our sites.**

#### Privacy & COPPA Policies

Nations Sports Group, LLC and affiliated companies do not collect personal information directly from children under the age of 13 as directed by the FTC's Children's Online Privacy Protection Act (COPPA) of 1998. Periodic promotions, public relations and marketing efforts in the sports industry and elsewhere, for Nations Sports Group, LLC and affiliated companies, are directed specifically to parents and families interested in baseball-related events and products.

Nations Sports Group, LLC and affiliated companies do not condone or distribute unsolicited email on its behalf. Recipients may opt-out of future mailings at any time consult section 4 above.