



MONUMENTAL SPORTS & ENTERTAINMENT PRIVACY POLICY

Last Revised: February 1, 2023

Lincoln Holdings LLC dba Monumental Sports & Entertainment, its subsidiaries and affiliates and their respective Brands (defined below) (collectively, “**Monumental Sports**,” “**we**,” “**us**,” or “**our**”) respects the privacy of our users. We have provided this Privacy Policy (“**Policy**”) to describe how we collect, use, and disclose information from or about you when you use our Services (defined below).

INTRODUCTION

Monumental Sports offers services and products through a variety of business and brands. Like most organizations, we process [Personal Information \(defined below\)](#) to deliver the Services to you and to ensure that you receive the best possible experience. By using our Services, you agree to the Monumental Sports Terms of Use, available [here](#), which includes provisions governing limitations on liability, use restrictions, dispute resolution and others; this Privacy Policy is expressly incorporated by reference into the Monumental Sports Terms of Use.

As detailed below, this Privacy Policy applies to the [Services \(defined below\)](#) throughout the world. Any additional privacy terms that relate to specific Monumental Sports products or services should be read in conjunction with this Policy. By using or accessing the Services, disclosing your Personal Information to us, or otherwise interacting with us, you understand and agree that Monumental Sports may collect, use and disclose your Personal Information in accordance with this Privacy Policy. If required by applicable law, we will obtain your consent to our collection, use, transfer and disclosure of your Personal Information.

Information that we collect about you is controlled by Monumental Sports or its applicable affiliate or subsidiary. Monumental Sports is headquartered in the United States at Capital One Arena, 601 F St., NW, Washington, DC 20004. As a result, Personal Information (defined below) may be transferred to and processed in the United States, as described in the section below titled “Information for Users Outside the United States.”

We may change our Privacy Policy, so please check this page from time to time, as your continued use of the Services, after we publish our changes, indicates your acceptance of any changed terms. If you do not agree or consent to these updates or changes, do not continue to use the Services. You can tell when the Privacy Policy was last updated by the “Last Updated” date at the top of the page.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. BY USING THE SERVICES, YOU ACKNOWLEDGE YOU HAVE READ AND UNDERSTAND THE PRIVACY POLICY AND THAT WE WILL COLLECT, USE AND SHARE YOUR INFORMATION AS SET FORTH BELOW.

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Overview of Our Collection and Use of Personal Information
Collection of Personal Information



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SCOPE

This Policy applies to information (whether digital, audio, electronic, hard copy or other physical) collected or received in connection with (a) your use of our websites (as well as Service Provider websites that collect information on our behalf), certain other public Internet websites that are operated by Monumental Sports and contain links to this Policy (collectively, the “**Sites**”), (b) your use of our applications on mobile or other connected devices, such as television devices, smart televisions, and gaming consoles, or other connected services (collectively, “**Apps**”), (c) your attendance at our sporting arenas, events or other products, and (d) any other activities or events at which this Policy is available or linked (collectively, our “**Services**”). By using or accessing the Services, clicking “I agree” or any other button indicating your acceptance of this Policy, or providing any Personal or Other Information to us, you expressly consent to the terms of this Policy.

Monumental Sports owns various websites that are operated by third-party affiliates and may be subject to different or additional privacy policies. For example, the websites for the Washington Wizards, the Washington Capitals, and the Washington Mystics are operated by the NBA, NHL, and WNBA (together, the “**Leagues**”). This Policy only governs the collection, use, and sharing of information by Monumental Sports. The Leagues are responsible for their own privacy policies and practices, and you should review the relevant league’s privacy policy for information about its practices with respect to information gathered by the Leagues.

This Policy does not apply to job applicants or to Monumental Sports employees and non-employee workers, whose Personal Information is subject to different privacy notices.



The term “**Brands**” shall include any brands, affiliates, subsidiaries, and other companies under common control, ownership or operation, of Monumental Sports, including, without limitation: (a) the Washington Capitals, (b) the Washington Wizards, (c) the Washington Mystics, (d) the Capital City Go-Go, (e) Wizards District Gaming, (f) Caps Gaming, (g) Monumental Sports Network, (h) Lincoln Productions LLC, (i) Lincoln Media LP, (j) Capital One® Arena, (k) Eagle Bank Arena, (l) Monumental Sports & Entertainment Foundation, (m) MedStar Capitals Iceplex, and (n) MedStar Wizards Performance Center.

“**Personal Information**” includes any information that identifies, relates to, describes, or is reasonably capable of being associated, linked or linkable with a particular individual. For example, Personal Information includes information such as a name or email address that we can directly associate with a specific person or entity without additional information. By contrast, “**Other Information**” is information that we cannot directly associate with a specific person without the aid of additional information. When we combine Other Information with Personal Information, we treat all the combined information as Personal Information.

CHILDREN

The Services are not intended for nor directed to individuals that are deemed to be children under applicable data protection or privacy laws. We request that such individuals do not provide information to us through the Services. Should we discover that we have collected Personal Information online from a child who is under 13, we will promptly delete that Personal Information. If you have concerns over the collection of children's Personal Information on the Services, please contact us at the information provided in the [Contact Us](#) section below.

OVERVIEW OF OUR COLLECTION AND USE OF PERSONAL INFORMATION

Monumental Sports, either directly or indirectly through our [Service Providers \(defined below\)](#), collects both Personal Information and Other Information about users of our Services in several ways, which are explained in more detail below.

COLLECTION OF PERSONAL INFORMATION

The Personal Information we collect varies depending upon the nature of the Services provided or used and our interactions with individuals. Our collection and our use of your Personal Information varies depending upon the nature of our relationship and interactions.

Categories of Personal Information

Certain privacy laws, such as the California Consumer Privacy Act (“**CCPA**”), as amended by the California Privacy Rights Act of 2020, require that we disclose the categories of Personal Information that we collect about individuals. While the Personal Information we collect varies depending upon the circumstances, the table below provides a general overview of the categories of Personal Information we collect and the purposes for which we use such information (subject to applicable legal requirements and restrictions):

Categories of Personal Information we collect	How we use Personal Information
<i>Name, contact information and other identifiers:</i> identifiers such as a name, username, account name, address, phone number, email address, online identifier, IP address, government-issued identification numbers or other similar identifiers.	Providing support and services and operating our Services Analyzing and improving our business
<i>Customer records:</i> paper and electronic customer records containing Personal Information.	Personalizing content and experiences



<i>Protected classifications:</i> characteristics of protected classifications under California or federal law such as race, sex, age, religion, national origin, disability and citizenship.	Advertising, marketing and promotional purposes
<i>Commercial Information:</i> including records of real property, products or services purchased, obtained, or considered, or other purchasing or use histories or tendencies.	Securing and protecting our business Defending our legal rights
<i>Usage data:</i> internet or other electronic network activity Information including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet website, application, or advertisement.	Auditing, reporting, corporate governance, and internal operations Complying with legal obligations
<i>Geolocation data:</i> precise location information about a particular individual or device.	
<i>Audio, video and other electronic data:</i> audio, electronic, visual, thermal, olfactory, or similar information such as, CCTV footage, photographs, and call recordings.	
<i>Employment history:</i> professional or employment-related information.	
<i>Education information:</i> education information and records.	
<i>Profiles and inferences:</i> Inferences drawn from any of the information identified above to create a profile reflecting a resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.	
Individual rights. Please refer to Your Rights and Choices below for a description of the choices we provide and the rights you have regarding your Personal Information . If you are a California resident, please be sure to review the Additional Information for California Residents section below for important information about the categories of Personal Information we collect and disclose and your rights under California privacy laws.	

Sources of Personal Information

We may collect Personal Information about individuals from several sources:

Sources of Personal Information	Generally
Directly from you (consumer)	We may collect Personal Information directly from you when you create an online account with us, make a purchase, participate in contests and promotions we offer, attend our events, or register to receive marketing



	and other communications from us, or contact us for customer support purposes.
From third parties	We may collect Personal Information from third parties such as affiliates and other third-party retailers that sell our products, public records, third-party providers of services to us (e.g., fraud detection, identity verification and security), consumer data resellers, social networks, joint marketing partners and affiliate companies.
Through use of services	We may collect Personal Information automatically when you use our Services

Information We Collect from You

You can access much of the Services without submitting any Personal Information. However, to use certain features provided by the Services, you may need to register as a user or subscribe to premium (fee-based) services. Some examples are provided below:

Activity	Examples of Personal Information
Registration, accounts and profiles	When you register for an account with we collect your name and email and password; we may also collect additional information such as your preferences, location and payment details.
Purchases, orders and payments	If you make a purchase, submit and order, return items, or sign up for certain Services, we collect information in order to process your payment, order or refund, fulfill your or order, including name, billing and shipping address and details, payment type, as well as credit card number or other payment account details (e.g., PayPal).
Marketing, surveys and events	If you sign up to receive news, updates, offers and other marketing communications from us, we may collect name, contact information about your preferences. We may also collect name, age, email address, and other information when you participate in contests, sweepstakes, events or activities offered by us (collectively, "events") or submit surveys or feedback to us.
Contests, sweepstakes and other promotions	You may be required to furnish Personal Information including, for example, your name, email address, telephone number(s), postal address, company or institutional affiliation, job title, ticket vendor ID, and approximate geographic location.



Your communications and requests	When you email us, call us, or otherwise send us communications, we collect and maintain a record of your contact details, communications and our responses.
User content	Our Services may include “comment” and other fields through which you may voluntarily submit additional content, which may contain Personal Information. If you post content or submit reviews and comments to us, we may maintain a record of your User Content (defined below), including the location, date and time of submission.
Mobile applications	If you use our mobile applications, we collect information on and/or through these mobile applications, which may include (with your permission) access to your location, camera, photos and contacts, as well as permission to send you push notifications.

Information We Collect from Third Parties

We may collect Personal Information about you from third-party sources (which may be combined other Personal Information we have collected about you), such as:

Third Party Sources	Examples
Third party merchants	When you interact with our online shopping pages, or online ticket sales and distribution companies, such as Ticketmaster, or online advertisers, we may receive Personal Information about items you purchase or browse (such as by placing them in your cart)
Social media	If you choose to link, create, or log in to your Services account with a social media service such as Facebook, we may collect your name and email address that you use to register for, connect or otherwise interact with us through such social media service
Mobile app developers	If you use mobile applications to register for or connect to the Services, we may receive Personal Information you provide to the mobile app developers
Franchise entities	We may receive Personal Information from the National Basketball Association (“NBA”), the National Hockey League (“NHL”), and the Women’s National Basketball Association (“WNBA”), the National Basketball Association Gatorade League (“G-League”), and the NBA 2K League (“2K League”) including your contact



	information, demographic information, preferences and information about your interactions with the NBA, the NHL, the WNBA, the G-League, and the 2K League
Other sources	We may obtain Personal Information, such as demographic information or updated contact details, from third parties; we may also collect information from public records.
Combined information	We may combine Personal Information collected through the Services with additional information that we or third parties collect about you in other contexts—such as our communications with you via email or phone, or your customer service records. As noted above, we will treat such combined information as Personal Information and protect it in accordance with this Policy

Information We Collect or Derive About You

When you use the Services, we may automatically collect or derive certain Personal Information about you, your use of our Services, or other interactions with us. For example:

Collection type	Examples
Web log data	When you use the Services, we use web logs and similar applications to record certain information from your computer or other device and your browser relating to your use of the Services. For information, refer to the “Log files” section below.
Cookies, web beacons and similar technology	We and our third-party providers may use cookies, pixels, tags, log-files, and other technologies to collect information about a user from their browser or device. For information, refer to the “Cookies and Analytics” section below.
Credential information	Email addresses or login IDs provided by third parties to authenticate you as a registered user or subscriber to our Services or to recognize you when you access our Services
Profile and interests	We may create profiles relating to you to show you the content that we think you might be interested in and reach you with more relevant ads and marketing.
Third-party online tracking and behavioral advertising	We may use Service Providers to collect, analyze, and use some of the Personal and Other Information described above. For example, we may allow Service Providers to set Cookies or use web beacons on the Services or in email communications from us. This



	information may be used for a variety of purposes, including for online behavioral advertising, as discussed below (see the section entitled “How we share Personal and Other Information with third parties”).
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Cookies and Similar Technologies

As noted above, our Services may use cookies, pixels, tags, and other technologies, which may be provided by third parties, to collect usage information including, without limitation, your browser type, device type, operating system, software version, phone model, phone operating system, platform-dependent information, requested document, referring URL, date and time of your visit, clickstream data (e.g. about the pages you view, links you click and date and time stamps for your activities on our Websites) and the IP address associated with your transactions in the system. We collect and use this Personal Information to, among other things, enable certain functionality and for security and fraud detection and prevention, as well as to collect usage information about our Services and the emails that we send and to personalize content and provide more relevant ads and information. We may combine the information we collect via these technologies with other information, including Personal Information, that we collect.

Cookies

Cookies are alphanumeric identifiers that are transferred to your computer through your web browser for record-keeping purposes. Some cookies enable you to log-in to our Services or save certain settings and preferences, while others, allow us to track usage and activities on our Services, personalize content on our Services, or deliver more relevant ads on our Services and Third-Party Sites. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The "Help" tab on the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you block cookies, however, certain features on our Services may not be available or function properly.

Log files

As noted above, Monumental Sports may use web logs or similar applications that recognize your computer or other device and your browser and gather information about your use of the Services, such as your IP address and domain name, the pages you visit and content that you select to view on the Services, the dates and times of your visits, the files that you download, the URLs from the websites you visit before and after navigating to the Services, your software and hardware attributes (including browser type, operating system, device type, and, for Apps, unique device identifiers such as Apple IDFA or Android Advertising ID), your approximate geographic location (e.g., your city, state, or metropolitan region), GPS coordinates (if you have opted in) and certain Cookie information. Most browsers collect certain information, such as your IP address, device type, screen resolution, operating system version and internet browser type and version. This information is gathered automatically and stored in log files.

Web beacons

The Services as well as any emails that you receive from Monumental Sports may use an application known as a “web beacon” (also known as a “clear gif,” “pixel tag,” or “web bug”). A web beacon is an electronic file that usually consists of a single-pixel image. It can be embedded in a web page or in an email to convey information that can be connected to your Personal Information. For example, web beacons allow an email sender to determine whether a specific recipient has opened a particular email that contains the embedded image. Pixel tags (aka clear GIFs and web beacons) are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer’s hard drive, pixel tags are embedded invisibly on web pages. We may use these, in connection with our Services to, among other things,



track the activities users of our Services, improve ads, personalize and manage content, and gather usage information about our Services. We may also use these in HTML emails to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Flash cookies

Where we use Macromedia Flash to display video content on the Services, a special type of Cookie (or “**Local Shared Object**”) called a “**Flash Cookie**” may be used. These Flash Cookies are used to store your flash player preferences and enhance your browsing experience. Flash Cookies are stored on your computer in a similar way to standard Cookies, except they are stored in a different location. Due to this, it is not always possible to block or manage Flash Cookies directly from your browser. In order to manage or delete Flash Cookies, you may visit Adobe’s Flash privacy page for more information. However, some of the interactive tools will not work properly if Flash Cookies are disabled.

Custom lists and matching

We may create and disclose hashed customer list information (such as name and email address) with third parties—such as Facebook and Twitter—so that we can better target ads and content to you and others with similar interests, within these third-party services. These third parties use the Personal Information we provide to help us target ads and to enforce their terms, but we do not permit them to use or share the data we submit with other third-party advertisers.

Third Party Analytics Tools

Our Services use automated devices and applications operated by third parties, such as Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other Services, apps and online resources. You can learn about Google’s practices by going to <https://www.google.com/policies/privacy/partners/>, and you can opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

USES OF YOUR INFORMATION

Monumental Sports may use Personal Information and Other Information for a variety of purposes, including, without limitation, the following:

Personal Information and Other Information Usages	
We may use Personal Information:	<ul style="list-style-type: none">To respond to your questions or requests concerning the Services or other services offered by Monumental Sports or our affiliates and partners;To fulfill the terms of any agreement you have with us;To fulfill your requests for services from us;To complete transactions you initiate;To administer surveys, sweepstakes and contests in which you voluntarily participate;To send you information about our entertainment offerings, events, services, and programs, and other topics that we believe will be of interest to you;



	<p>To deliver confirmations, account information, notifications, and similar operational communications;</p> <p>To improve your user experience on the Services;</p> <p>To improve the quality of our programs, events and services;</p> <p>To defend our legal rights, including by managing and responding to actual or potential claims or disputes;</p> <p>To comply with legal obligations and/or regulatory requirements or requests;</p> <p>To conduct auditing, reporting, corporate governance, and internal operations;</p> <p>To administer business, accounting, record keeping and legal functions, including those related to any actual or contemplated merger, acquisition, asset sale or transfer, financing, bankruptcy or restructuring of all or part of our business; and</p> <p>To otherwise manage our business.</p>
We may use Other Information:	<p>To count and recognize returning visitors of the Services;</p> <p>To analyze how visitors use and interact with the Services and their various features;</p> <p>To improve the Services and enhance users' experiences;</p> <p>To customize and evaluate content, features, and multimedia on our Services;</p> <p>To create new products and services or improve existing ones;</p> <p>To enable additional website analytics and research concerning the Services;</p> <p>To engage in online behavioral advertising;</p> <p>To defend our legal rights, including by managing and responding to actual or potential claims or disputes;</p> <p>To comply with legal obligations and/or regulatory requirements or requests;</p> <p>To conduct auditing, reporting, corporate governance, and internal operations;</p> <p>To administer business, accounting, record keeping and legal functions, including those related to any actual or contemplated merger, acquisition, asset sale or transfer, financing, bankruptcy or restructuring of all or part of our business; and</p> <p>To otherwise manage our business.</p>



As noted earlier, we may combine Other Information with Personal Information, in which case we will treat the combined information as Personal Information.

Location Data

Some features or content available on our Services may be restricted by location or region and may be available only upon confirmation of your approximate physical location (no more specific than the ZIP code in which you are located). We use information about your location such as your device's GPS coordinates to determine your approximate geographic location. Depending upon the computer or device you use to access our Services, you may be able to prevent or limit collection of location information by changing your device's controls or settings. However, if you choose not to provide us with your location data, some features or content may not be available to you. When we associate location data with Personal Information about you, we will treat the combined information as Personal Information.

Marketing Communications

As noted above, we may use the Personal Information and Other Information that we collect to send you promotional communications, including emails or postal mail about the products and services offered by us or our affiliates or partners. Although we hope you will find our promotional emails of interest, you may opt out of receiving them by visiting our Email Preferences page. Promotional emails will also contain instructions for opting out of future issues of that type of communication.

Aggregate Data

We may de-identify information and create aggregated data sets and reports to assess, improve and develop our business, products and services, prepare benchmarking reports on our industry and for other research, marketing and analytics purposes.

DISCLOSURES OF INFORMATION

We may share or disclose the Personal Information and Other Information we collect as follows or as otherwise stated at the point of data collection:

Recipients or Purposes	Examples
Our brands and affiliates	Monumental Sports may share your Personal Information or Other Information among our Brands as well as other affiliated companies (i.e., our parent company and other companies under common ownership, control or management with us) to be used in the manner described under "How Monumental Sports Uses Your Information"
Leagues	Monumental Sports may share your Personal Information or Other Information with the NBA, the NHL, the WNBA, the G-League, and the 2K League primarily for business and promotional purposes, including so that they can conduct analysis to better understand fans and



	fan engagement across the Leagues, including their respective member clubs, and to customize and improve their services, advertising and communications.
Service providers	Monumental Sports uses a variety of Service Providers (defined below) to perform various tasks in various aspects of our business including, without limitation, payment processors, analytics and behavioral advertising providers, hosting providers, auditors, advisors, consultants, customer service and/or support providers. For more information, refer to the “Service Providers” section below.
Legal purposes	We may share Personal Information with third parties when we believe in our sole discretion that it is necessary for legal purposes. For more detail, please refer to “Legal purposes” below.

Service Providers

As noted above, Monumental Sports may disclose Personal Information with third-party service providers (“**Service Providers**”) who use this information to perform services for us.

Payment Processing

We use Service Providers to process payment transactions that customers request, such as the subscription fee for premium services. Customers engaging in such a transaction will be redirected to the payment processor’s website where payment information will be requested and handled under the payment processor’s own privacy policy. The payment processor may then provide us with information such as transaction time and date, amount, whether the transaction is a sale or a refund, and user identification code that can be linked to the specific user. We do not receive any user’s payment card information other than the last four digits of credit or debit card numbers and expiration date; we do not receive complete credit or debit card numbers or any security or “PIN” codes.

Advertising and Analytics Services

As noted above, Monumental Sports uses Service Providers to collect the Other Information discussed above and for our internal analysis, auditing, research, and reporting. These third parties may use web logs or web beacons, and they may set and access Cookies on your computer or other device. In particular, the Services use Google Analytics and DoubleClick for Publishers to help us to collect and analyze certain information for the purposes discussed above. You may opt out of the use of Cookies by visiting the Google Analytics or DoubleClick for Publishers opt-out page.

We also may share Personal Information with third parties that provide advertising, campaign measurement, online and/or mobile analytics, and related services. These third parties may receive or access as browsing and/or other data about your use of the Services, in order to help us better reach individuals with relevant ads and/or measure our ad campaigns, and/or to better understand how individuals interact with our Websites and Services overtime and across devices. We may also transfer and/or sell Personal Information we collect and/or join together with other businesses to bring selected opportunities to customers or potential customers. For



more information about these technologies and your options, please see the section entitled “Interest-based Advertising” below

We use other Service Providers to help us manage and improve the Services and other Monumental Sports services. These Service Providers may collect and/or use your Personal or Other Information to assist us in achieving the purposes discussed above in the section entitled “How Monumental Sports Uses Your Information.”

Customer Service Providers

We use Service Provider platforms to help us manage our relationships with our customers and to provide features, functionality, or other offers. For example, we may partner with online ticket sales or distribution companies such as Ticketmaster to sell tickets to events or to offer promotions through our Services.

Relationship Management Providers

We use other Service Providers to deliver video content that can be viewed through the Services, to sell items through teams’ stores accessible from the Services, and to target and send our email communications and direct mailings.

We may contract with Service Providers from time to time to administer any customer loyalty and reward programs. In such cases, we would share your Personal or Other Information, including your email address, with the Service Provider so that you earn rewards for using our Services, which may be redeemed for discounts and merchandise.

We may share your Personal or Other Information with other third parties when necessary to fulfill your requests for services; to complete a transaction that you initiate; to meet the terms of any agreement that you have with us, our Brands, or our partners; or to manage our business.

Disclosure for legal purposes

We may disclose Personal Information to third parties when we believe, in our sole discretion, that doing so is necessary to comply with applicable law or a court order, subpoena, or other legal process; to investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our terms and conditions, or situations involving threats to our property or the property or physical safety of any person or third party; to establish, protect, or exercise our legal rights or defend against legal claims; or to facilitate the merger, acquisition, financing, securitization, insuring, sale, assignment, bankruptcy, or other disposal of all or part of our business or assets.

ANALYTICS AND ONLINE BEHAVIORAL ADVERTISING

As noted above, Monumental Sports works with third-party ad networks, channel partners, affiliates, measurement services, analytics and others (“**Third-Party Ad Companies**”) to display advertising on our Services, and to manage or measure our advertising on Third-Party Sites, social media platforms, mobile apps and online services, as well as to send you promotional materials or offers via email or direct mail. We and these Third-Party Ad Companies may use cookies, pixels tags, and other tools to collect activity information on our Services (as well as on Third-Party Sites and services), as well as IP address, device ID, cookie and advertising IDs, and other identifiers, general location information, and, with your consent, your device’s geolocation information; we and these Third-Party Ad Companies use this information to provide you more relevant ads and content and to evaluate the success of such ads and content.



You may control how participating Third-Party Ad Companies use the information that they collect about your visits to our Services and those of third parties, to display more relevant targeted advertising to you; you may opt out of online behavioral advertising and Cross-Device Linking in web browsers and mobile apps on your current browser or device by following the instructions below.

Note that opting out of participating ad networks does not opt you out of being served advertising. You may continue to receive generic or "contextual" ads on our Services. You may also continue to receive targeted ads on other websites, from companies that do not participate in the above programs.

Web Browser Opt-Out

To opt out in web browsers, please visit <http://optout.aboutads.info/>, <http://optout.networkadvertising.org>, and <http://youronlinechoices.eu/>. To help preserve the choices that you make in the DAA's WebChoices page, you can install the DAA's "Protect My Choices" extension that is available at <http://www.aboutads.info/PMC>.

Mobile Application Opt-Out

To opt out in mobile apps, you can adjust the advertising preferences on your mobile device (for example, in iOS, visit Settings > Privacy > Advertising > Limit Ad Tracking, and in Android, visit Settings > Google > Ads > Opt out of interest-based ads). You can also opt out with respect to companies that participate in the Digital Advertising Alliance's AppChoices tool by downloading it from <https://www.aboutads.info/appchoices> and following the instructions in the app. For more information about opting out on mobile devices, please see <https://www.networkadvertising.org/mobile-choice>.

Please note that the opt-out will apply only to the specific browser or device from which you opt out, and therefore you will need to opt out separately on all of your browsers and devices. If you delete or reset your Cookies or mobile advertising identifiers, change browsers, or use a different device, any opt-out Cookie or tool may no longer work and you will need to opt out again.

Do-Not-Track Signals

Please note that our Services do not recognize or respond to any signal which your browser might transmit through the so-called "Do Not Track" feature your browser might have. If you wish to disable cookies on our Services, you should not rely on any "Do Not Track" feature your browser might have.

THIRD-PARTY WEBSITES, LINKS AND APPLICATIONS

The Services provides links to various websites or be provided on services or applications operated by third parties that have privacy policies and terms of service separate from our own and over whom we have no control (collectively "**Third-Party Sites**"). For example, you may be able to directly share Personal Information with social media platforms or on other websites or online services operated by third parties.

Likewise, some Services integrate certain third-party "plug-ins" (such as a Facebook "like" button). Even if you do not click on these plug-ins, they may collect information about you, such as your IP address and pages that you view, except that video content that you select on the Services are not identified through plug-ins unless you voluntarily share that information on a case-by-case basis. Plug-ins may set and/or access a Cookie. These plug-ins are governed by the privacy policies of the companies that provide them. You also may be able to access our Services on mobile and connected-television devices, smart televisions, and gaming consoles.



Monumental Sports does not operate Third-Party Services and we are not responsible for their content or information practices. The collection, use, and disclosure of the Personal and Other Information that you share via such Third-Party Services are subject to the privacy policies of the Third-Party Services, and not this Policy. If you choose to use some of these features, you may voluntarily disclose your Personal Information not just to those Third-Party Services, but also to their users and the public more generally. We encourage you to read the privacy policies of Third-Party Services that you use before submitting any Personal Information.

USER CONTENT

The Services may allow you to post content publicly through interactive features. If you choose to submit or post comments, photographs, suggestions or other information related to the Services, or post free-form comments (collectively, “**User Content**”), then you should note that any information you provide including, but not limited to, Personal Information such as your name, state of residence, nickname, social media identifier, comments, photographs, videos and suggestions, may be publicly displayed on the Services along with your User Content.

Note that any User Content you post is public, which means others will have access to your User Content and may read it, see it, use it, and/or share it with third parties. If you choose to voluntarily disclose Personal Information in your User Content, that information will be considered public information and the protections of this Privacy Policy will not apply. We or others may store, display, reproduce, publish, distribute, or otherwise use User Content online or offline in any media or format (currently existing or hereafter developed) and may or may not attribute it to you. Others may have access to this User Content and may have the ability to share it with third parties.

Please note that we do not control who will have access to any User Content that you choose to make available to others and cannot ensure that parties who have access to such information will respect your privacy or keep it secure. We are not responsible for the privacy or security of any information that you make publicly available through the Services or what others do with information you share with them via the Services. We are not responsible for the accuracy, use, or misuse of any User Content that you disclose or receive from third parties through the Services.

Monumental Sports may – but is not obligated to - use your User Content and any excerpt from your User Content in connection with our advertising, marketing, publicity, promotional, and other business activities, and you hereby grant us a worldwide, perpetual, royalty-free, fully paid up, licensable and sub-licensable right and license to use and exploit the User Content in any manner and for any purpose whatsoever throughout the universe by any and all means in any and all media whether now known or hereafter devised.

SECURITY AND RETENTION

The security of your Personal Information is important to us. We strive to maintain commercially reasonable physical, technical, and administrative safeguards to protect your Personal Information against loss or unauthorized access, use, modification, or deletion. However, no security program is foolproof, and thus we cannot guarantee the absolute security of your Personal Information.

We retain your information for as long as reasonably necessary for our legitimate business purposes, to provide the Services to you, to fulfill the purposes described in this Policy, or as required by law.

YOUR RIGHTS AND CHOICES

We provide you with choices to review, access, and update your information or to exercise your data protection rights, as follows:



You can control your marketing preferences as set forth below:

Email Opt-Out

If you no longer want to receive promotional communications from us, please visit our Email Preferences page. Promotional emails will also contain instructions for opting out of future issues of that type of communication. If you unsubscribe from our promotional communications, you will still receive administrative messages from us.

Targeted Advertising

If you would like to opt out of certain analytics, online behavioral advertising, and cross-device linking, please follow the instructions above in the section titled "[Analytics and Online Behavioral Advertising](#)." To opt-out of certain targeted advertising by participating advertisers, go to:

- https://www.networkadvertising.org/optout_nonppii.asp (Network Advertising Initiative)
- <https://www.aboutads.info/choices> (Digital Advertising Alliance)

You can also adjust your browser cookies settings to block or delete third-party cookies, as explained in the Cookies and Analytics section above. If you block cookies, certain features on our Services may not be available or function properly.

Mobile Applications

You can manage your preferences for push notifications, and access to your device location, camera, photos, and contacts by our Apps, through the device settings of your mobile device. In some cases, you may not be able to use certain features of the Apps if you decline certain permissions. For example, you must permit the Apps to access your device's camera or saved photos in order to use certain features such as a scan QR code feature.

You may have additional rights under applicable laws to request access to, correction of, deletion of, or restrictions on the processing of certain information. You also may have rights under applicable laws to opt out of or withdraw consent to further processing, request copies of your data, or lodge a complaint with a data protection authority in your jurisdiction. To make such request and/or inquire about such rights, please send us an email at privacy@monumentalsports.com with "Attn: Privacy/Legal" in the subject line. For your protection, we may only implement requests related to information that we have associated with the email address you use to send us your request, and we may need to verify your identity before implementing your request.

PRIVACY RIGHTS OF CALIFORNIA RESIDENTS

In addition to the rights and choices referenced above, California law gives residents of California a number of rights with respect to their Personal Information. These rights and related information are outline in detail in this section.

Below, we provide information, as required under California privacy laws, including the [CCPA](#) (above), which requires that we provide California residents certain specific information about how handle their Personal Information, whether collected online or offline. This section does not address or apply to our handling of publicly available information made lawfully available by state or federal governments or other Personal Information that is subject to an exemption under Section 1798.145(c) – (f) of the CCPA.



Job Applicants

If you apply for a job through the Services, Monumental Sports, or a Service Provider assisting us, may ask you to provide self-identifying information (such as veteran status, gender, and ethnicity) in conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission ("**EEOC**"), the Office of Federal Contract Compliance Programs ("**OFCCP**"), and similar state and local regulatory agencies. Providing self-identifying information is voluntary, but if you do provide us with that information, we may submit it to the EEOC, the OFCCP, and similar state and local regulatory agencies for business-related purposes, including responding to information requests, fulfilling regulatory reporting requirements, and defending against employment related complaints.

Categories of Personal Information We Collect and Disclose

Our collection, use and disclosure of Personal Information about a California resident will vary depending upon the circumstances and nature of our interactions or relationship with such resident. The table below sets out generally the categories of Personal Information about California residents that we collect, sell and disclose to others for a business purpose. We collect these categories of Personal Information from the sources described in the Collection of Personal Information section above, and for the purposes described in the Use of Personal information section above.

Categories of Personal Information	Collected	Disclosed for Business Purposes
<i>Name, contact information and other identifiers:</i> identifiers such as a name, username, account name, address, phone number, email address, online identifier, IP address, government-issued identification numbers or other similar identifiers.	Yes	Yes
<i>Customer records:</i> paper and electronic customer records containing Personal Information.	Yes	Yes
<i>Protected classifications:</i> characteristics of protected classifications under California or federal law such as race, sex, age, religion, national origin, disability and citizenship.	Yes	Yes`
<i>Commercial Information:</i> including records of real property, products or services purchased, obtained, or considered, or other purchasing or use histories or tendencies.	Yes	Yes
<i>Usage data:</i> internet or other electronic network activity Information including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet website, application, or advertisement.	Yes	Yes
<i>Geolocation data:</i> precise location information about a particular individual or device.	Yes	Yes



Audio, video and other electronic data: audio, electronic, visual, thermal, olfactory, or similar information such as, CCTV footage, photographs, and call recordings.	Yes	Yes
Employment history: professional or employment-related information.	Yes	Yes
Education information: education information and records.	Yes	Yes
Profiles and inferences: Inferences drawn from any of the information identified above to create a profile reflecting a resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.	Yes	Yes

Categories of Personal Information Sold

The CCPA defines a "sale" as disclosing or making Personal Information available to a third party in exchange for monetary or other valuable consideration. While we do not disclose Personal Information to third parties in exchange for monetary compensation from such third parties, we do disclose or make available Personal Information to our affiliated companies and other third parties, to receive certain services or benefits from them, such as when we allow third-party tags to collect information such as browsing history on our Services, to improve and measure our ad campaigns. Pursuant to the CCPA, the categories of Personal Information that we may "sell" as includes:

- Name, contact information and other identifiers
- Usage data
- Profiles and inferences
- Customer Records
- Commercial Information
- Profiles and inferences

Specific California Rights

California residents have additional rights and imposes restrictions on particular business practices as set forth below.

Do-Not-Sell

California residents have the right to opt-out of our sale of their Personal Information. Opt-out rights can be exercised by submitting a request here. We do not sell Personal Information about residents who we know are younger than 16 years old without opt-in consent.

Initial Notice

We are required to notify California residents, at or before the point of collection of their Personal Information, the categories of Personal Information collected and the purposes for which such information is used.



Requests to Delete

Subject to certain exceptions, California residents have the right to, at no charge, request deletion of their Personal Information that we have collected about them and to have such Personal Information deleted, except where an exemption applies.

Request to Know

California residents have the right to request and, subject to certain exemptions, receive a copy of the specific pieces of Personal Information that we have collected about them in the prior twelve (12) months and to have this delivered, free of charge, either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily useable format that allows the individual to transmit this information to another entity without hindrance.

California residents also have the right to request that we provide them certain information about how we have handled their Personal Information in the prior twelve (12) months, including the:

- categories of Personal Information collected;
- categories of sources of Personal Information;
- business and/or commercial purposes for collecting and selling their Personal Information;
- categories of third parties/with whom we have disclosed or shared their Personal Information;
- categories of Personal Information that we have disclosed or shared with a third party for a business purpose;
- categories of Personal Information collected; and
- categories of third parties to whom the residents' Personal Information has been sold and the specific categories of Personal Information sold to each category of third-party.

California residents may make a Request to Know up to twice every twelve (12) months.

Request to Correct

California residents have the right to request that we update any of your Personal Information that is inaccurate or incomplete.

Right to Non-discrimination

The CCPA prohibits discrimination against California residents for exercising their rights under the CCPA. Discrimination may exist where a business denies or provides a different level or quality of goods or services, or charges (or suggests that it will charge) different prices, rates, or penalties on residents who exercise their CCPA rights, unless doing so is reasonably related to the value provided to the business by the residents' data.

Financial Incentives

A business may offer financial incentives for the collection, sale or deletion of California residents' Personal Information, provided it is not unjust, unreasonable, coercive or usurious, and is made available in compliance with applicable transparency, informed consent, and opt-out requirements. California residents have the right to be notified of any financial incentives offers and their material terms, the right to opt-out of such incentives at any time, and may not be included in such incentives without their prior informed opt-in consent.

Your Rights Under California's Shine-the-Light Law

Under California's "Shine the Light" law (Cal. Civ. Code § 1798.83), California residents who provide us certain Personal Information are entitled to request and obtain from us, free of charge, information about the Personal Information (if any) we have shared with third parties for their own direct marketing use. Such requests may be



made once per calendar year for information about any relevant third-party sharing in the prior calendar year. California residents who would like to make such a request may submit a request online through our [Data Privacy Request Portal](#). The request should attest to the fact that the requester is a California resident and provide a current California address.

Submitting Requests

Do-Not-Sell (Opt-out) Requests, Requests to Know, Requests, to Correct, and Requests to Delete may be submitted:

- Online through our [Data Privacy Request Portal](#).
- By phone at (844) 573 6533, (toll free)

We will respond to verifiable requests received from California residents as required by law.

For more information about our privacy practices, you may contact us as set forth in the [Contact Us section](#).

PRIVACY RIGHTS OF OTHER GEORGRAPHIC AREA RESIDENTS

Depending on where you live, including, but not limited to, in Colorado, Nevada, or Virginia, you may have certain rights with respect to your information. To the extent applicable law grants you the right to do so, and subject to any necessary verification, you may have the right to:

- Request that we provide you with a copy of the Personal Information that we hold about you;
- Request that we update any of your Personal Information that is inaccurate or incomplete;
- Request that we delete any of your Personal Information that we are holding; or
- Request that we provide Your Personal Information to you or a third-party provider of services in a structured, commonly used and machine-readable format.
- Requests can submitted online through our [Data Privacy Request Portal](#) or by phone at (844) 573 6533, (toll free).

We will respond within the time period prescribed by applicable law.

INFORMATION FOR USERS OUTSIDE THE UNITED STATES

The Personal and Other Information that we collect through or in connection with the Services is transferred to and processed in the United States for the purposes described above. We also may subcontract the processing of your data to, or otherwise share your data with, affiliates or third parties (including [Service Providers](#)) in the United States or countries other than your country of residence. The data protection laws in these countries may be different from, and less stringent than, those in your country of residence. By using the Services, clicking “I agree” or any other button indicating your acceptance of this Policy, or providing any Personal or Other Information to us, you expressly consent to such transfer and processing.

We may implement standard contractual clauses, contractual arrangements, or other mechanisms, as appropriate, to safeguard your information during such cross-border transfers. We also may transfer information to the United States or another country as necessary for the performance of our agreements with you or to establish, exercise, or defend legal claims.

If you are an EU resident, our legal basis for processing information will depend on the type of information at issue and the purpose for which it is collected and used. In many cases, we rely on your consent to process information, or we process information as necessary for the performance of our agreements with you. We also may rely on our legitimate interests to process your information, for the purposes described in this Policy, except where such interests are overridden by your data protection interests or fundamental rights and freedoms.



EXERCISE OF SPECIFIC RIGHTS

Please note that many of the above rights are subject to exceptions and limitations. Monumental may require you to verify your identity before Monumental acts on any request. We may require further documentation such as a password and user ID before granting access to your Personal Information. Monumental may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), threaten the privacy of others, or are extremely impractical (for instance, requests concerning information residing on backup systems). Where Monumental can provide information access and modification or deletion, Monumental will endeavor to do so without charge, unless fulfilling the request would require a disproportionate effort by Monumental. Some Services can only be provided if we have your information, therefore deletion of your information will result in termination of such Services. Please note that Monumental may need to keep certain of your information for legitimate business or legal purposes. Your rights and our responses will vary based on your state or country of residency. Please note that you may be located in a jurisdiction where we are not obligated, or are unable, to fulfill a request. In such a case, your request may not be fulfilled. If you are a resident of the European Economic Area (“**EEA**”), please refer to Your European Economic Area Privacy Rights section (available [here](#)). If you are a California resident, please refer to [Privacy Rights of California Residents](#). If you are a resident of another area please refer to [Privacy Rights of Other Geographic Area Residents](#).

CHANGES TO THIS PRIVACY POLICY

We may change this Policy from time to time to reflect changes in our business, the Services, or our practices and procedures. If we do make changes, we will post any changes on this page and indicate the date on which the Policy was last revised. We encourage you to review this Policy periodically, especially before you provide personal data directly to us through the Services. Your continued use of the Services after any changes to this Policy are in effect constitutes your acceptance of the revised Policy. Your continued use of the Services constitutes your consent to any changes to this Privacy Policy.

CONTACT US

If you have any questions or concerns about this Privacy Policy and/or if you want to exercise any of the rights that you are given under this Privacy Policy, please contact us at:

Monumental Sports & Entertainment
Attention: Privacy/Legal
601 F Street NW
Washington, DC 20004
Phone (Loca): (202) 628 3200
Phone (TF): (844) 573 6533
Email us at privacy@monumentalsports.com
(please include “Attn: Privacy/Legal” in the subject line)

It is your obligation to provide us with current contact information if you wish for us to contact you or respond to your requests.