

DRAGONFLY

Privacy Policy

DF understands the importance of privacy and is committed to maintaining the confidentiality of User information (whether Athletes, Organizations, Representatives, or other Users). This Privacy Policy describes how User information may be used and disclosed via use of the Services. This Privacy Policy governs DF's use of the information which you provide to us. It does not govern the manner in which DF may use information DF has obtained from any other source, such as information obtained from a public record or from another person or entity. Read this entire Privacy Policy before using the Services. Capitalized terms not defined herein shall have those meanings set forth in our Terms of Use.

1. Information We Collect. The information that we may collect from Users and visitors to our Services falls into the following categories:

- (i) **Information Users provide to us:** In the course of engaging with the Services, Users may provide Personally Identifiable Information ("PII") about themselves or other Users. This information may include "Directory Information," as that term is defined by FERPA (20 U.S.C. § 1232g *et seq.*) (E.g., an Athlete's name, address, email address, participation in certain sports, height, weight, grade level, phone number, birth date, etc.). We may also collect "Educational Records," as that term is defined by FERPA (E.g., student health records, physicals, injury reports, treatment received, grades, grade point average, disciplinary records, financial information, etc.). If DF currently holds your Data, we will make that Data available to you, within a reasonable time, upon your request.
- (ii) **Information we collect automatically:** DF may also automatically collect certain information from Users and visitors to its Services, such as Internet Protocol (IP) Addresses, operating system type, and internet browser type.

Cookie Policy: Some parts of DF's Services use "cookies." Our websites may ask your web browser to store a small text file on your computer, which will then be sent back to our websites automatically each time you click on a new page on the websites. This enables us to provide you with the best browsing experience possible. A cookie cannot be executed as code or deliver viruses. **You can refuse the cookie or delete the cookie file from your computer by adjusting your web browser privacy settings or by other widely available methods.** Each browser is different, so consult your particular browser's Help menu to learn the correct method to modify your cookies. Similarly, you can adjust your advertising preferences on your mobile device at the device level. For example, to adjust your advertising preferences in iOS, visit Settings > Privacy > Advertising > Limit Ad Tracking. To adjust your advertising preferences in Android, visit Settings > Google > Ads > Opt out of interest-based ads. Please note that you may not be able to use certain features of the websites if your web browser does not accept cookies.

2. Information Use. The PII DF collects is for the purposes and benefit of its Users. Therefore, DF will not sell or otherwise release your PII to non-Users. Further,

- (i) **PII:** DF will use PII that Users provide to DF for the purpose of operating the Services, which includes making the PII available to other Users according to and in the manner described in DF’s Terms of Use, as well as any internal purpose, such as quality control efforts, customer analysis, or to improve the Services. We will not share, disclose, sell, lease, or otherwise disseminate your PII for the purpose of targeted advertising. By agreeing to DF’s Terms of Use, you expressly consent to DF sharing the PII that you directly provide to DF among certain Users, such as Organizations and Representatives. Additionally, in certain circumstances, you may choose to use our Services to share or disseminate your own PII with another User, in which case you agree that you are solely responsible for and assume all risk associated with such dissemination. **If you do not consent to the foregoing uses of your PII, then YOU HAVE THE RIGHT TO REJECT OUR TERMS OF USE, TO REFRAIN FROM USING THE SERVICES, TO REQUEST THAT YOUR PII NOT BE SHARED OR DISSEMINATED, AND TO REQUEST THAT WE DESTROY ANY OF YOUR PII THAT YOU HAVE PROVIDED TO US (subject to state and federal legal requirements).**
- (ii) **Cookies/Metadata/Tracking:** Information that DF automatically collects could be considered, in some circumstances, as constituting PII, depending on how it is used. We do not sell, share, or otherwise disseminate cookies to third parties for the purpose of targeted advertising or otherwise. We may use such information to track usage of the Services, to understand our Users’ preferences, and to offer Users certain DF products. This enables us to provide our full range of services to our customers and improve their online experience. Our Website honors “Do Not Track” signals as well as User preferences regarding cookies. We do not track Users over time and across third party websites to provide targeted advertising.
- (iii) **DII:** In accordance with state and federal law, DF may share de-identified data or information (“DII”) with third parties for various reasons, including, but not limited to, legitimate business purposes, research, the improvement of services, and the demonstration of the effectiveness of the Services. DII is Data that has undergone the process of removing or obscuring any of your PII in a way that minimizes the risk of unintended disclosure of your identity and information about you. DII will have all direct and indirect personal identifiers removed, including name, ID numbers, date of birth, demographic information, location information, and school ID.

3. Security. DF has implemented and maintains appropriate restrictions, policies, procedures and other security measures to protect and limit access of nonpublic PII about users and past users of the Services, including limiting DF’s access to such information to those employees and contractors of DF who need to know that information in accordance with the business functions they are performing for you and DF. DF has implemented and maintains appropriate physical, electronic, administrative, and procedural safeguards to guard your nonpublic personal information. DF takes reasonable steps to protect all information submitted and stored through the Services from loss, misuse, unauthorized access, disclosure, alteration, and improper destruction. Sensitive information is encrypted at all times during transmission over the internet. As a condition of your use of the Services and the Site, you acknowledge and accept that, despite reasonable efforts of DF to secure

information contained within the Services, authorized parties may intercept such information transmitted through the use of the Services. **Please be advised, however, that no security system is fail-safe and we cannot guarantee the information you provide will never be obtained by unauthorized persons.**

4. Children's Online Privacy and Protection (COPPA). OUR WEB SITES DO NOT KNOWINGLY COLLECT PERSONAL INFORMATION FROM VISITORS UNDER AGE 13 AND ARE IN NO WAY DIRECTED AT CHILDREN UNDER THE AGE OF 13. IN THE EVENT THAT WE LEARN THAT WE HAVE COLLECTED PERSONAL INFORMATION FROM A CHILD UNDER AGE 13 WITHOUT PARENTAL CONSENT (OTHER THAN COLLECTION FOR THE SUPPORT OF INTERNAL OPERATIONS AS SET FORTH BELOW), WE WILL DELETE THAT INFORMATION AS QUICKLY AS POSSIBLE.

Except for automatic collection of users' IP addresses for the support of internal operations, we do not solicit or knowingly collect personal information from children under the age of 13. Parents/guardians, educators and other adult users may voluntarily submit inquiries to us in conjunction with DF. As a parent, you have the legal right to review and secure correction of personal information that we have obtained from your child under the age of 13. You also have the right to withdraw or limit your previous consent to our collection and use of the personal information of your child under the age of 13. In order to exercise these rights, parents should contact us by email at the contact information provided below. We will not release any personal information of children under the age of 13 to persons claiming to be those children's parents without verification that the child's parent is requesting the information. Additionally, minors may remove their own posts at anytime.

5. Changes to this Privacy Policy. We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will provide notice on our website, and we may notify you by email (sent to the email address specified in your account) prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. If you continue to use the Services after those changes are in effect, you agree to the revised policy.

6. Complaints and More Information. DF will follow the rules as set forth in this Privacy Notice. If you want more information, have a privacy request, or if you believe your privacy rights have been violated, please contact us at:

Our Privacy Officer: Kirk Miller
Office Address: P.O. Box 1153
Hartselle, AL 35403
Office Phone: 256-888-9699
Email: privacy@dragonflyathletics.com