

PRIVACY POLICY

Last Updated: November 28, 2022

PRIVACY STATEMENT

The Hornets Family cares about protecting the privacy of information that identifies or is capable of identifying you. This Privacy Policy explains what information we collect about you, what we do with it, and how you can control your information. This Privacy Policy describes our practices in connection with all Hornets Family operated websites, mobile applications, tablet applications, and other associate content offerings, including, but not limited to, the Hornets + Spectrum Center App, spectrumcentercharlotte.com, hornetspremium.com, and others (collectively, the “Site”). The Hornets Family includes Hornets Basketball, LLC, Hornets D League, LLC, Hornets Gaming, LLC, Hornets Basketball Holdings, LLC, Charlotte Hornets Foundation, Inc., and Charlotte Arena Operations, LLC (collectively, the “Hornets Family,” “we,” “us,” “our,” and “ours”).

(A) SCOPE OF THIS POLICY

This Privacy Policy (the “Policy”) explains what data the Hornets Family collects from you through our interactions with you and through our products, services, events, and programs – including our websites, mobile applications, and digital platforms (each a “Service,” and collectively, the “Services”).

This Policy also does not apply to websites and apps operated by the National Basketball Association (“NBA”), including, but not limited to, [NBA.com](https://nba.com), [NBA.com/Hornets](https://nba.com/Hornets), HornetsVenomGT.nba.com, and Greensboro.gleague.nba.com, which are each governed by the [NBA Privacy Policy](#).

1. Terms

Before accessing, using, or interacting with the Services you should carefully review the terms and conditions of this Privacy Policy. Your use of certain Services may also be further governed by a Terms of Services, where provided via the Service, which is also incorporated into your agreement by this reference.

This Privacy Policy is also part of our [End-User Licensing Agreement & Terms of Use Policy](#) (“Terms of Use”), which is incorporated herein by this reference.

By accepting our Privacy Policy and the Terms of Use, you are confirming that you have read and understand these policies, including how and why we use your information. If you don’t want us to collect or process your personal information in the ways described in this Privacy Policy, you should not use the Services. Please note we are not responsible for the content or the privacy policies or practices of any third-party organization or service.

2. Privacy Notices

This Policy includes any separate privacy notices and/or notices posted on particular pages of the Services that may provide more detail regarding the personal information we collect on those pages, why we need that information, and choices you may have about the ways we use that information.

3. Other Agreements

When you sign up to use a special feature of the Services, you may be asked to expressly consent to special terms, for example, by checking a box or clicking on a button marked, "I agree." This separate agreement will supplement or amend this Policy, but only with respect to the matters governed by such separate agreement.

(B) INFORMATION WE COLLECT ABOUT

The Hornets Family collects information about you and your use of the Services through various means, including when you provide information to us and when we automatically collect information about you when you access, use, or interact with the Services. Such processing is performed to provide you with the Services. In some instances, you may be able to choose what information to provide, but sometimes certain information is necessary for us to provide you the Services.

We rely on a number of legal bases to process the information we receive about you from your use of the Services, including where you have consented to the processing, and where the processing is necessary to perform contractual obligations, including those of our Terms of Use, to comply with a legal obligation, for the purposes of legitimate interest, or where you have expressly made the information public.

Where we process your information on the basis of consent, we will clearly obtain your opt-in consent. Where given, you may withdraw your consent at any time by contacting us at dataprivacy@hornets.com. Where we process your information on the basis of legitimate interests, we do so where the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect your personal information which overrides those legitimate interests.

The types of information the Hornets Family may collect about you include:

1. Information You Provide. We collect personal information you enter on the Site or send us in any other way, including when you:

- Register for a mailing list
- Order or make a purchase from the Site
- Post content to the Site
- Provide us with billing information
- Enter into a contest, sweepstakes, or other promotions
- Contact us for any reason

2. Register for an Account. We also collect personal information when you register for an account or create/update a user profile on the Site. That information may include data that your computer or mobile device sends us. The personal information collected during the account/profile registration process may vary but typically includes:

- Your name
- Your username and password
- Your email address
- Your mailing address
- Your telephone number
- Your interests

- Demographic data, including, but not limited to age, gender, country, and language preference, clothing, and shoe sizes, etc.
- The country in which you reside
- How you interact with our Site (e.g., when you click or see an advertisement)
- Your social media information (e.g., social media username and profile picture)

3. Making a Purchase. If you place an order or make a purchase from the Site, we use a third-party to collect information about the purchase or transaction. This may include:

- Name
- Payment card information
- Email address
- Mailing address
- Amount of your transaction and method of payment
- Billing information
- Transaction history

4. Website Browsing Information. When you visit the Site, your browser automatically sends certain information to us directly or via our analytics provider. That information may include:

- your IP address
- video viewing information
- online browsing data or “clickstream data” (e.g., date and time of access to the Site, referring website address, pages viewed, videos viewed, features used, links clicked, and other actions you take in connection with the website)
- browser type
- browser language
- operating system
- the nature of the device from which you are visiting the Site (e.g., a personal computer or a mobile device)
- geo-location data
- session identification number
- search terms, search results

5. Tracking Information. When you visit the Site, automated collection tools such as “cookies” and “web beacons” or “pixel tracking” may gather information about your visit and your computer. See more information about the various tracking technologies we use below.

6. Location-Based Information. If you access the Services from a mobile device, the Site may try to access your location to tailor your experience based on your location. If that happens, we may collect information about the location of your device such as GPS coordinates, but only if the GPS, Wi-Fi, and Bluetooth features of your mobile device are enabled. This location-based information is collected through GPS, Wi-Fi, or Bluetooth sensors, and may be shared with a third party who may access such information to provide location-based information to us. If you disable any location-based services on your device, you may not be able to use certain features of the Site.

7. Information Provided by Third Parties. We also collect information about you from other sources such as public and third-party databases and other third parties, including our business and trade partners, to supplement information about you. For example, we may purchase demographic data about you as well as information about your interests and hobbies to help us tailor our marketing content and communications to you.

(C) WHY WE COLLECT INFORMATION ABOUT YOU

We use the data and personal information we collect from you for the following purposes:

1. Operating our business. We use the data we collect to operate our business, including providing and improving the Site. Specifically:

- To fulfill transactions that you request.
- To deliver location-based Services and comply with territorial restrictions.
- To diagnose and fix problems with the Site and providing other customer support services.
- For analytical purposes to better understand our fans and how they use the Services, which allows us to continually improve and assess the Services.
- To build predictive models, which allow us to tailor the Services based on the data we have about how our fans use the Services.

2. Communicating with you. We use the data we collect to communicate with you, including responding to your requests or inquiries. Specifically:

- To respond to your request if you contact us with a question or concern.
- To provide information about your account, your use of the Services or other transactions that you request.
- To deliver news, updates, and other types of communications, according to your subscriptions, alerts, and other preferences.

3. Marketing and advertising. We use the data we collect for marketing or advertising purposes, on behalf of ourselves, as well as our partners and other third parties. Specifically:

- To send you promotional messages and deliver advertisements about products, services, programs, or events that may be of interest to you. These may be offered by, or on behalf of, the Hornets Family, or by our partners and other third parties with whom we have a relationship.
- The promotional messages and advertisements that you see may be determined by data that we collect or receive about you, such as your demographic data, location data, usage data, interests, and preferences. We refer to this as “interest-based advertising”.
- To attract prospective marketing partners or to report to our existing partners on our marketing or advertising project and other endeavors.
- To solicit our fans’ feedback in market research, surveys, studies on behalf of ourselves and our partners.

4. Security, compliance, and enforcement. We use the data we collect for security, compliance, and enforcement purposes. Specifically:

- To protect the safety and security of our fans and our Services.
- To detect and prevent abuse, fraud or other unlawful or unauthorized activities.

- To resolve disputes.
- To enforce our agreements, including our policies and terms of use that govern your use of the Services.

5. Other manners. We may also use your data in any other manner as disclosed at the time of collection, or when we have otherwise obtained consent. For example, in order to protect against, and identify, fraud and other criminal activity or exercising or defending legal claims. Please also note that this Policy is not intended to place any limits on what we do with aggregated, pseudonymized or anonymized data.

(D) WITH WHOM WE SHARE AND DISCLOSE INFORMATION

The Hornets Family is not in the business of selling your personal data. We consider this information to be a vital part of our relationship with you. Therefore, we will not sell your personal data to third parties, including third party advertisers. There are certain circumstances in which we may disclose, transfer, or share your personal data with certain third parties without further notice to you, as set forth in this Policy. We may share your data for the following purposes:

1. Providing the Services. We sometimes engage or partner with other companies to operate the Services or perform certain functions on our behalf – for example, maintaining and enhancing our fan databases, delivering messages and advertising, operating our websites and digital platforms. We may provide these companies with access to your data as needed for them to perform these functions in a manner consistent with this Policy.

2. Among the Hornets Family. We may share personal information among the companies within the Hornets Family for purposes consistent with this Policy.

3. Among the NBA Family. We share personal data among the companies within the NBA Family to provide and improve the Services, to build predictive models to better understand our fans, to send promotional messages and advertisements about products and services that may be of interest to you, and for other purposes consistent with this Policy.

4. Third-party vendors. We work with a number of third parties to operate the Services. When we engage third parties in connection with operating the Services, those third parties may only collect, use, or access your data as needed for them to perform these functions. We may share personal information, such as location or video viewing information, collected through the Services with third-party vendors who act for or on our behalf. For example, we may share personal information with companies that provide credit card verification services and web hosting services, or with third parties we have engaged to operate portions of the Services and/or to customize, measure and analyze use of our Services so that we can modify and/or improve our content and services. These third-party vendors may need information about you to perform their functions.

5. Advertisers and sponsors. We may also share personal information with third party advertisers and business partners (such as our Hornets Family corporate sponsors) with products and services which may be of interest to you.

6. As part of a change in business structure. In the event of a sale, merger, acquisition, reorganization, or similar event, or in contemplation of such an event (e.g., due diligence), your data may be among the transferred assets.

7. Social Media Platforms. You can connect your Hornets account to your accounts on third party services like Facebook, Twitter, Instagram, Tik Tok, and YouTube, in which case we may collect, use, disclose, transfer and store/retain information relating to your account with such third party services in accordance with this Privacy Policy to provide certain functionality on the Services, like recommending events that your social media friends are interested in and sharing the events you are interested in, or attending, with certain groups of people like your social media friends.

8. When necessary, under certain circumstances. We may disclose your personal information when we believe that disclosure is necessary to:

- Comply with applicable law or respond to valid legal process.
- Protect the safety and security of our fans or our Services.
- Prevent fraud, abuse or other unlawful or unauthorized activities.
- Protect the rights or property of us or third parties, including enforcing the terms of our agreements.

9. Compliance with laws and protection of our rights and the rights of others. We may disclose your personal information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose your personal information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of the Services; to enforce or apply our Terms of Use or other agreements; or to protect our own rights or property or the rights, property or safety of our users or others.

10. We may also share your data for any other purpose as disclosed at the time of collection, or when we have otherwise obtained consent. Please note that this Policy is not intended to limit our ability to share or disclose aggregated, pseudonymized or anonymized data.

(E) COOKIES AND SIMILAR TRACKING TECHNOLOGIES

1. Tracking Technologies

We use cookies and similar technologies (collectively, “**Tracking Technologies**”) to provide the Services and to collect data. In addition, third parties may also use Tracking Technologies when you use the Services; for example, if we engaged a third party to operate the Services, or because the Services contain content or advertisements delivered by third parties. These Tracking Technologies consist of:

- **Cookies.** Cookies are small text stored on your device that lets us know whether you’ve visited the website before as well as your navigation experience during your visit. Cookies may be used to facilitate your access to the Site, enhance and personalize your online experience, and recognize your computer or your device. They can either be session-based (i.e., lasting only while your browser is open and automatically deleted when you close your browser) or persistent (i.e., lasting until you delete them, or they expire).

- **Locally stored objects.** Locally stored objects (“**LSOs**”) also commonly called “**Flash cookies**,” are stored on your device or browser to provide Services that use Adobe Flash technology.

- **Web beacons.** “Web beacons” s are small graphics placed on the Service and in email communications that are used to measure the effectiveness of the Service and email communications. Web beacons on the Site collect information about your visit, like the pages you view, the features you use, the links you click, and other actions you take in connection with our websites. Web beacons in our emails track your interactions with those messages, such as when you receive, open, forward or click a link in an email message from us.

- **Tracking Pixels.** A tracking pixel, also known as a “**marketing pixel**,” is a 1×1 pixel graphic used to track user behavior, site conversions, web traffic, and other metrics similar to a cookie. The tiny pixel-sided image is usually hidden and embedded in everything from banner ads to emails to videos.

- **Software development kits.** Mobile Software Development Kits (“**SDKs**”) are bits of computer code used by mobile app developers to enable or enhance various features of a mobile app. For example, an app developer may include an SDK within a mobile app that enables advertisements to be shown, data to be collected, and related services or analytics to be performed in connection with the mobile app.

We use the following types of cookies on the Site:

- **Necessary Cookies.** These cookies are necessary for our Services to operate properly and enable you to use its features. Without these cookies, certain services cannot be provided. If you use your browser settings to block them, we cannot guarantee your security or predict how the Site will perform during your visit.

- **Functional Cookies.** These cookies allow our website to remember choices you make and provide enhanced and more personal features. For example, they remember changes made to parts of the Services that you can customize.

- **Analytics Cookies.** These cookies collect information about how you interact with the Site, such as what pages you visit and if any errors have occurred. The information is used to improve how our website functions. These cookies do not collect information that identifies you but generate statistical data about your use of the Services. We may use third-party web analytics services, such as Google Analytics or Adobe Analytics, which analyze how a visitor uses the Site. To learn more about Google Analytics and how to opt out, please visit [Google Analytics opt-out browser add-on](#).

- **Advertising Cookies.** We use cookies or similar tracking technologies on the Site to help us deliver our content and advertising. They help us measure the effectiveness of our advertising campaigns. These cookies may reflect demographic or other data linked to data you voluntarily have submitted to us (e.g., your email address) that we may share with data providers solely in hashed, non-human readable form. If you are a registered user on the Site, the information collected from the Site is not anonymous and we may use this information along with other information we know or infer about you, including your preferences, to tailor content, services, advertising, and offers for you.

You may see our advertisements on other websites or mobile apps. This is because we participate in advertising networks. Ad networks allow us to target our messaging to users based on demographic data, interests, and the way they browse the Internet. These networks track users’ online activities over time by collecting information through automated means, including through the use of cookies, web server logs, web beacons, and other similar technologies. The networks use this information to

show ads that may be tailored to individuals' interests, to track users' browsers or devices across multiple websites, and to build a profile of users' online browsing activities. The information our ad networks may collect includes data about users' visits to websites that participate in the relevant ad networks, such as the pages or ads viewed, and actions taken on the websites. You can opt out of receiving interest-based advertising on our website by blocking these cookies as described below.

2. Purpose of Tracking Technologies

We use the Tracking Technologies for the following purposes:

- **Sign-in/authentication.** If you sign into an account to use the Services, we use Tracking Technologies to store your sign-in information. This allows the Services to remember your user preferences and give you a more tailored experience based on those preferences. It also allows you to use the Services without having to sign-in on each page or each time you return.
- **Security.** We use Tracking Technologies to help detect fraud and abuse of the Services, including attempts to access the Services without authorization.
- **Analytics.** We use Tracking Technologies to gather usage and performance data about the Services, including counting the number of unique visitors to a particular Service.
- **Advertising.** We use Tracking Technologies to track how many users have seen or clicked on an advertisement. This allows us to learn which advertising campaigns are most effective and to help limit the number of times a user is shown the same advertisement.
- **Online Purchases.** We use Tracking Technologies to track how many users have purchased a ticket after clicking on an advertisement.
- **Interest-based advertising.** We use Tracking Technologies to collect information about your interests so that we can deliver advertising that is most relevant to your interests.
- **Tailoring the Services.** We use Tracking Technologies to collect information about how you use the Services so that we can tailor your experience based on what is most relevant to your interests.

In some cases, we may work with third parties (for example, third party operators of the Services) to synchronize our unique, anonymous identifiers (such as those associated with Tracking Technologies) with the third party's own identifiers. This enables us to better achieve each of the purposes described above.

3. Managing Tracking Technologies

Most web browsers give you the ability to manage Tracking Technologies used on a website, including, blocking or deleting them. Please note that if you choose to block Tracking Technologies, you may not be able to use certain features on the Site that depend on those Tracking Technologies (such as keeping you signed in or remembering your preferences). If you choose to delete Tracking Technologies, any settings and preferences that were associated with those Tracking Technologies will also be deleted and may need to be reset.

You also have the following options to manage Tracking Technologies and opt-out of interest-based advertising:

- For Flash cookies, you can access [Flash management tools from Adobe's website](#). In addition, some, but not all, browsers provide the ability to remove LSOs within cookie and privacy settings.

- You may opt-out of receiving interest-based advertising on websites by visiting our Ad Choices page.
- You may [opt-out of interest-based advertising](#) from companies that participate in the Digital Advertising Alliance (“DAA”).
- You may [opt-out of interest-based advertising](#) from companies that participate in the Network Advertising Initiative.
- Finally, you may opt-out of interest-based advertising by adjusting your device or browser settings. Your browser may give you the ability to control cookies or other tracking tools. These “do not track” features are not all uniform and we do not currently respond to those signals. The Help portion of the toolbar on most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to delete existing cookies. If you decide to disable cookies, it is possible that some of our website’s features won’t function properly. For more information on deleting or controlling cookies, visit www.aboutcookies.org. These links will also explain how to manage cookies for the most common browsers:
 - [Google Chrome](#)
 - [Firefox](#)
 - [Safari](#)
 - [Internet Explorer](#)
 - [Microsoft Edge](#)
- In addition to the browser-based controls, you can manage third-party cookies by visiting www.aboutads.info/choices/.

Please note that opting out of interest-based advertising does not mean you will stop seeing, or see fewer, advertisements. It does, however, mean that the advertisements you do see will not be interest-based and may be less relevant to your interests.

(F) HOW YOU CAN CONTROL YOUR INFORMATION

You have many choices about how the Hornets Family collects, uses and shares your data.

1. Your Rights

The Hornets Family seeks to ensure all individuals are provided with the rights mandated by their governing jurisdiction. Not all the rights discussed in this Privacy Policy will apply to each individual data subject and may not apply to you depending upon your jurisdiction. You can contact us at dataprivacy@hornets.com to learn more about your information in connection with the Services.

You may benefit from several rights in relation to your information that we process. Some rights apply only in certain limited cases, depending on your location. If you would like to manage, change, limit, or delete your personal information, you can do so by contacting us. Upon request, the Hornets Family will provide you with information about whether we hold any of your personal information. In certain cases where we process your information, you may also have a right to restrict or limit the ways in which we use your personal information. In certain circumstances, you may also have the right to request the deletion of your personal information and to obtain a copy of your personal information in an easily accessible format.

2. California Privacy Rights

This section supplements this Policy with additional information for California residents only. As noted above, we collect data that you provide directly when you register for or use the Services, user credentials that you supply directly when you register for or update your login information to use the Services, demographic data, payment data, device data, usage data, location data, information about your interests and preferences, third party integrations, and other third-party data. In accordance with the California Consumer Privacy Act (“CCPA”), California residents have the right to request that we disclose the following information about our collection and use of personal information over the twelve (12) months prior to your request:

- The categories of personal information we collect about you.
- The categories of sources for the personal information we collect about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information collected about you.
- If we disclosed your personal information for a business purpose, a list of the categories of personal information we have disclosed in the prior twelve months.
- If we sold your personal information for a business purpose, a list of the categories of personal information we have sold in the prior twelve months.

You also have the right to request that we delete any of your personal information. In some circumstances, we may not be able to honor your request for deletion – for example, if we need to hold on to your information to protect the security or functionality of our operations, to service your account, or to comply with legal obligations.

To ask for a record of the information we hold about you, or to ask us to delete your information, please email us at dataprivacy@hornets.com. You must provide enough information that we can verify who you are and that you are a California resident. We will only use personal information provided in a request to verify the requester’s identity and authority to make the request.

You also have the right to direct us not to sell your personal information at any time. We have sold the following categories of personal information within the last twelve (12) months: personal identifiers, commercial information, Internet/other electronic network activity information, geolocation data, characteristics of protected classifications, and inferences drawn from this information. To opt-out of the sale of your personal information, you may submit a request to us by filling out the [Data Privacy Request Form](#).

You have the right to designate an authorized agent to make any of these requests under the CCPA on your behalf.

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- deny you goods or services.
- charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- provide you a different level or quality of goods or services.
- suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may still offer you certain financial incentives that can result in different prices, rates or service quality levels as permitted by the CCPA.

3. Other California Privacy Rights

Under California Civil Code Section 1798.83 (known as the “Shine the Light” law), Hornets Family Services users and customers who are residents of California may request certain information about our disclosure of personal information during the prior calendar year to third parties for their direct marketing purposes. To make such a request, please contact us at dataprivacy@hornets.com or write to us at Hornets Sports & Entertainment, ATTN: Legal Department, 333 East Trade Street, Charlotte, North Carolina 28202, with “Request for California Privacy Information” on the subject line and in the body of your message. We will comply with your request within thirty (30) days or as otherwise required by the statute. Please be aware that not all information sharing is covered by the “Shine the Light” requirements and only information on covered sharing will be included in our response.

4. European Privacy Rights

We adhere to applicable data protection laws in the European Union (“EU”). In accordance with the General Data Protection Regulation (“GDPR”), to the extent that such rights are mandated by the laws applicable to the individual data subject, the following rights may apply to users who are located in the EU:

- the right to access
- the right to rectification
- the right to erasure
- the right to restrict processing
- the right of object, and
- if applicable, the right to data portability.

You may also have a right to lodge a complaint with an appropriate data privacy regulatory authority.

If we process your information based on our legitimate interests as explained in this Privacy Policy, or in the public interest, you can object to this processing in certain circumstances. In such cases, we will cease processing your information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons. Where we use your data for direct marketing purposes, you can always object using the “[unsubscribe](#)” link in such communications or changing your account settings.

Where you have provided consent to certain data processing, you have the right to withdraw that consent at any time by contacting the Hornets Family at dataprivacy@hornets.com. Withdrawal of consent will not affect the validity of our use of your personal information up until the point you have withdrawn your consent.

If you no longer wish to use the Services or receive service-related messages (except for legally required notices), then you may contact us using the information above.

5. Access to the Information the Hornets Family Has Collected About You

The Hornets Family provides tools and settings within the Site to help you access, correct, delete, or modify your personal information associated with certain Services. If you cannot locate the tools and settings with the Services to help you with these tasks, please contact us at

dataprivacy@hornets.com and we will be happy to assist you. The Hornets Family also welcomes you to contact us at dataprivacy@hornets.com regarding the information we have collected about you, including regarding the nature and accuracy of the data that has been collected about you, to request an update, modification, or deletion of your information, to opt-out of certain Services uses of your information, or to withdraw any consent you may have granted to the Hornets Family.

Please note requests to delete or remove your information do not necessarily ensure complete or comprehensive removal of the content or information posted and removed information may persist in backup copies indefinitely. Please note that if you choose to delete your information or opt-out of the collection and use of your information, you understand that certain features, including but not limited to access to the Services or Site, may no longer be available to you. In some circumstances, we may not be able to honor your request for deletion if your personal information. For example, if we need to hold on to your information to protect the security or functionality of our operations, to service your account, or to comply with legal obligations, we may not be able to honor your request.

6. Data Retention

The Hornets Family will retain your information only for as long as is necessary for the purposes set out in this Privacy Policy, for as long as an account is active, as described in this Privacy Policy, or as needed to provide the Services to you on the Site. The Hornets Family will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable tax/revenue laws), resolve disputes, enforce our agreements, and as otherwise described in this Privacy Policy. In addition, the Hornets Family sellers may also be required to retain and use your information in order to comply with certain legal obligations. We also retain log files for internal analysis purposes. These log files are generally retained for a brief period of time, except in cases where they are used for site safety and security, to improve site functionality, or we are legally obligated to retain them for longer time periods. We may delete your personal information from our systems as part of a data retention plan. Following termination or deactivation of a Services Account, the Hornets Family may retain your information and content for a commercially reasonable time for backup, archival, and audit purposes.

7. Opting-Out of Communications

Users may opt-out of receiving certain communications from the Hornets Family by following the unsubscribe process described in an email communication, or by contacting us using the contact information provided above. However, please note you may not opt-out of certain Services-related communications, such as account verification, changes, or updates to features of the Services, or technical and security notices.

8. Advertising Choices

Because the data used for interest-based advertising is also used for other necessary purposes (including providing the Services and for authentication and security purposes), opting out of interest-based advertising does not stop the data from being collected nor reduce the number of advertisements you will see. However, the data will not be used for interest-based advertising, which means the advertisements you do see may be less relevant to you.

When using a mobile application, you may receive interest-based in-application advertisements. Depending on your device, you may be able to reset your mobile device's advertising identifier at any time by accessing the privacy settings on your device. In addition, each operating system (e.g., iOS for

Apple devices, Android for Android devices and Windows for Microsoft devices) provides its own instructions on how to prevent the delivery of interest-based in-application advertisements. You may review the support materials and/or the privacy settings for the respective operating system in order to opt-out of interest-based in-application advertisements. For any other devices and/or operating systems, please visit the privacy settings for the applicable device or contact (or review the applicable privacy web page of) the applicable platform operator.

9. Do Not Track

The Hornets Family does not currently employ a process for automatically responding to “Do Not Track” (“DNT”) signals sent by web browsers, mobile devices, or other mechanisms. Per industry standards, third parties may be able to collect information, including personal information, about your online activities over time and across different websites or online services when you use Services. You may [opt out of online behavioral ads](#). You also may limit certain tracking by disabling cookies in your web browser.

Certain Services may utilize Google Analytics, a web analytics tool that helps us understand how visitors interact with our Services. You can [learn more about Google Analytics](#). If you do not want information about your use of the Services sent to Google Analytics, you may [download an Opt-out Browser Add-on](#). Please note that the Add-on does not prevent information from being sent to us. You should be aware that we cannot generally control the use of cookies (or the resulting use of information obtained from cookies) by third parties that host or provide data, content, and services for, or advertise on, the Services.

10. Access to the Services from Outside the United States

The United States, European Economic Area (“EEA”) Member States, and other countries all have different laws relating to privacy and data protection. When your information is moved from your home country to another country, the laws and rules that protect your personal information in the country to which your information is transferred may be different from those in the country in which you live. For example, the circumstances in which law enforcement can access personal information may vary from country to country. In particular, if your information is in the United States, it may be accessed by government authorities in accordance with U.S. law.

Please be advised information the Hornets Family collects about you via the Services may be transferred, processed and/or accessed by us in the United States, or another country where we, or our service providers operate. Please be aware that the privacy laws and standards in certain countries, including the rights of authorities to access your personal information, may differ from those that apply in the country in which you reside. If you are located outside the United States and choose to allow us to collect information about you, please be aware that the Hornets Family may transfer your personal information to the United States and process and store it there. We will transfer personal information only to those countries to which we are permitted by law to transfer personal information, and we will take steps to ensure that your personal information continues to enjoy appropriate protections.

(G) HOW WE PROTECT YOUR DATA AND INFORMATION

The security of your personal information is important to us. The Hornets Family takes reasonable efforts to secure and protect the privacy, accuracy, and reliability of your information and to protect

it from loss, misuse, unauthorized access, disclosure, alteration, and destruction. The Hornets Family implements security measures as we deem appropriate and consistent with industry standards.

It is important to remember that no system can be guaranteed to be 100% secure. As no data security protocol is impenetrable, the Hornets Family cannot guarantee the security of our systems or databases, nor can we guarantee that personal information we collect about you will not be breached, intercepted, destroyed, accessed, or otherwise disclosed without authorization. Accordingly, any information you transfer to or from Services are provided at your own risk.

Please do your part to help us keep your information secure. Certain Services information is protected by a password. It is important that you protect against unauthorized access to your account and information by choosing your password carefully and by keeping your password and computer secure, such as by signing out after using the Services. You are responsible for maintaining the confidentiality of your password and are fully responsible for all activities that occur under your password or account. We recommend that you help us keep your data safe by taking reasonable steps such as keeping your passwords private and not disclosing sensitive personal data in places that can be accessed publicly.

The Hornets Family specifically reserves the right to terminate your access to the Services and any contract you have with the Hornets Family related to the Services in the event it learns or suspects you have disclosed your account or password information to an unauthorized third party.

(H) CHILDREN'S PERSONAL INFORMATION

Although there are Hornets Family fans of all ages, our Site is not directed at children under the age of 16, and our policy is to not knowingly collect or solicit personal data from children under the age of 13 (or other relevant age, as applicable pursuant to relevant law) through the Site. We encourage parents and guardians to monitor their children's online behavior, put parental control tools in place, and teach children not to provide their personal data through the Site and Services without parental consent. For certain activities in which children are allowed to participate (e.g., Hornets Ball Kids), any request for personal data (such as registration data) is directed to the parent or legal guardian.

If we become aware that we have collected personal information from a child under such age, we will promptly delete the information from our records. If you believe that a child under such age may have provided us with personal information, without parental consent, please contact us at dataprivacy@hornets.com and we will endeavor to delete that data from our systems.

For children located in jurisdictions regulating the processing of children's personal information, we comply with age limits applicable in each jurisdiction. In these instances, the references above to the ages of 13 and 16 will be deemed to be references to the age limits applicable in each jurisdiction. Where this Policy refers to consent, this will require the consent of a parent or legal guardian in relation to any person under the age limits applicable in each jurisdiction.

(I) CHOICE OF LAW / JURISDICTION

You agree that any dispute over this Policy will be brought in a court of competent jurisdiction in Mecklenburg County, North Carolina and that this Policy shall be governed by North Carolina law without regard to its internal rules on the conflicts of laws. Jurisdiction for any claims arising under this Policy shall lie exclusively with the state or federal courts in Charlotte, North Carolina.

Without limiting anything set out elsewhere in this Policy, we may refer potential violations of law(s) to the proper authorities, may cooperate in the investigation of any suspected criminal or civil wrongdoing, and will cooperate with authorities when required to do so by law, subpoena, or when the public safety is at stake. We assume no obligation to inform you that your information has been disclosed, and, in some cases, may be prohibited by law from providing such notice.

(J) CHANGES TO PUR POLICY

The Hornets Family may modify this Privacy Policy from time to time. The most current version of this Privacy Policy will govern our use of your information. You may contact us to obtain prior versions. We will notify you of material changes to this policy by posting a notice at the Services or by emailing you at an email address associated with your Services Account, if applicable, and provide an “at a glance” overview of any changes. 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.

(K) HOW TO CONTACT US

Although we strive to make this Policy as comprehensive as possible, we know you may still have questions or concerns about how we collect, use, and share data. If you have a question, concern, or complaint regarding our data privacy practices, you may contact us by any of the following methods:

- By sending an email to dataprivacy@hornets.com; or
- By writing to us at:
 - Hornets Sports & Entertainment
Attn: Legal Department
333 East Trade Street
Charlotte, North Carolina 28202

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