

# Privacy Policy

Last Updated: April 18, 2022

## 1. About This Privacy Policy

This privacy policy (the “Policy”) explains what data the Golden State Entertainment LLC and its affiliates (collectively, “GSE,” “we,” or “us”) collect from you through our interactions with you and through our products, services, events and programs – including our websites, apps and digital platforms – that include an authorized link or reference to this Policy (each a “Service,” and collectively, the “Services”).

By using any of the Services, you consent to the terms of this Policy.

## 2. Data That We Collect and Receive

When you interact with us through the Services, we may collect data from you or from other sources. This “data” may be information that you directly provide to us, such as personal information you provide when you visit the Services, or information that is passively or automatically collected from you, such as information collected from your browser or device.

The data we collect consists of:

- **Data that you provide directly when you register for, or use, the Services.** This data will vary, but typically consists of your name, email address, postal address, phone number, and other similar contact data and identifiers. We also receive data from the communications you send to us, such as customer service inquiries, product reviews, and other feedback regarding the Services.
- **User credentials**, such as username, password, password hints, and similar security information used to create an account and authenticate users of the Services.
- **Demographic data**, such as age, gender, country, and language preference.
- **Payment data**, such as credit card information and billing address.
- **Device data**, such as type of device, operating system, and other software installed on the device, device settings, IP address, device identifiers, and error reports.
- **Internet or other electronic network activity information**, such as clickstream data, data about the programs and features you access, items you purchase, and the timing, frequency, and duration of your interactions through the Services, and other data about usage of the Services.
- **Commercial information**, including the services or products you purchased, obtained, or considered, and other purchasing, transferring, or consuming histories or tendencies.

- **Precise geolocation data**, such as WiFi, Bluetooth, and GPS location information received from your device. To disable location permissions for our mobile apps, please see the privacy settings on your device for information about your choices.
- **Information about your interests and preferences**, such as your favorite artists or music genres, your home city, or your communications preferences. In addition to what you provide directly, we may infer your interests and preferences from other data we collect, such as the content you interact with while using the Services.
- **Third-party integrations**. If you connect your use of the Services through a third-party service (e.g., a social media platform), that third party may share certain information from your third-party account with us.
- **Other third-party data**, such as data from our affiliates, partners, or vendors, data brokers, or public sources.

### 3. How We Use Data

We use the personal data we collect for the following purposes:

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

- To provide our products and services, such as to fulfill transactions that you request, diagnose and fix problems with the Services, and provide other customer support services.
- For analytical purposes, such as to better understand our fans and other individuals and how they use the Services.
- To improve and expand our products and services and to build predictive models, which allow us, for example, to understand the events to which fans and other individuals will be most interested in purchasing products and tailor the Services and our content based on the data we have about how our fans and other individuals use the Services.

**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 or inquiry if you contact us.
- 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.

**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, GSE or by our partners and other third parties with whom we have a relationship.

- To otherwise enhance your engagement with us, including by delivering advertisements to you on and off the Services.

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.

**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, ourselves or our Services, or others.
- 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 service that govern your use of the Services.

We also may use your data in any other manner as disclosed at the time of collection, or when we have otherwise obtained consent.

#### **4. How We Share and Disclose Data**

There are times when the personal data we collect may be shared. We share your personal data for the following purposes:

**Among the NBA Family.** We share personal data among the entities within the NBA Family for purposes consistent with this Policy. For these purposes, the “NBA Family” means the National Basketball Association (“NBA”), the Women’s National Basketball Association (“WNBA”), the NBA Gatorade League (“G-League”), the NBA 2K League, their respective teams, and each of their respective affiliates, including among the GSE entities.

**Providing the Services.** We sometimes engage or partner with other entities who operate the Services or perform certain functions on our behalf – for example, maintaining our marketing database, delivering messages and advertising, operating our websites and digital platforms, and analyzing the Services so we can make them more useful to you. We may provide these companies with access to your data for them to perform these functions.

**When you visit services operated by third parties.** In some cases, we work with third parties to operate certain services. These third parties collect, use, and access your data to perform their functions, and we may allow them to use information about you for their own purposes in accordance with applicable law.

For example, we have engaged Fanatics Retail Group Concessions, LLC and its affiliates to operate the retail locations. The website for certain GSE entities and certain other properties may be operated by members of the NBA Family, which, in turn, has as of the date of this publication engaged Turner Digital Basketball Services, Inc. (“Turner”), including one or more of its affiliates, to operate the properties. Please note that these third parties may, in some cases, process your data in accordance with their own policies and may supplement the data collected or received in connection with the Services with data they collect or receive through other websites, platforms, and services, in accordance with the policies and disclosures posted on those websites, platforms, and services. Turner is a participant in the online self-regulatory program administered by the Digital Advertising Alliance (“DAA”) and has agreed to adhere to the DAA’s principles applicable to interest-based advertisements. For more information about the DAA and other choices you have with respect to interest-based advertisements, please visit the “Managing Cookie Technologies” section of this Policy.

**When you post content in a forum or public portion of the Services.** If you choose to engage in public activities on the Services, you should be aware that any information you share there can be read, collected, or used by other users of these areas. You should use caution in disclosing personal information while participating in these areas, because the information you post may become part of the public domain.

**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.

**When necessary under certain circumstances.** We may disclose your personal data when we believe such disclosure is necessary to:

- Comply with applicable law or respond to valid legal process.
- Protect the safety and security of our fans, employees, other individuals or entities, or the 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.

**With your consent.** We may also share your data for any other purpose as disclosed at the time of collection, when we have otherwise obtained consent, or when you direct us to share you information, such as when you use interactive features.

We also may use and share data in a manner that does not identify you (for

example, information that has been aggregated with other records or anonymized).

## **5. Third-Party Products and Services**

The Services may contain links to, or integrations with, other websites, platforms, applications, or services that are not operated or controlled by GSE (collectively, the “Third-Party Products and Services”). For example, the Services may link or provide access to third parties that provide ride-sharing services, restaurant reservations, parking reservations, and payment information and functionality. We also may allow you to access social media sites or Google products and services (e.g., Google maps) through the Services. Third-Party Products and Services are not subject to this Privacy Policy, and we are not responsible for their privacy or data protection practices. For more information on how those Third-Party Products and Services collect, use, and share data, we suggest that you contact the operators of those Third-Party Products and Services directly.

## **6. What Choices You Have**

You have many choices about how we collect, use, and share your data.

**Communications choices.** You can choose whether you wish to receive promotional messages from GSE and which types of messages you wish to receive. If you receive promotional messages from us and would like to opt out, you may do so by following instructions within those messages. Please note that these preferences do not apply to informational or transactional communications regarding the Services or other communications that have their own unsubscribe method.

**Advertising choices.** You can opt out of interest-based advertising from participating companies as described in the “Managing Cookie Technologies” section of this Policy.

**Your California rights.** In accordance with the California Consumer Privacy Act (“CCPA”), California residents have the right to request that we disclose information about our collection and use of personal information and to request access to their personal information. California residents also have the right to request that we delete personal information in certain circumstances. In some circumstances we will not be able to honor your requests, as these rights are not absolute. For example, we may need to retain 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 [privacy\[at\]warriors.com](mailto:privacy@warriors.com). You must provide

enough information about who you are and that you are a California resident. We may request further information from you to verify your request, such as your account details and, where necessary, information about your interactions with us.

California residents also have the right to direct us not to sell their personal information. You may submit a request to opt out of the sale of your personal information by emailing us at [privacy@warriors.com](mailto:privacy@warriors.com). You must provide enough information about who you are and that you are a California resident. As noted above, you can opt out of interest-based advertising from participating companies as described in the “Managing Cookie Technologies” section of this Policy.

We will not charge you different prices or provide different quality of services simply because you have exercised your California privacy rights except where allowable under California law. You may have the right to designate an authorized agent to make any of these requests under the CCPA on your behalf. You also may contact us at 1-888-GSW-HOOP for information about how to exercise your rights under California law.

**Other choices.** You also have choices about the data you provide directly to us when you register for or use the Services. Please note, however, that if you choose not to provide data that is necessary to provide certain features of the Services, your use of the Services may not include those features.

You can choose not to share certain location data by adjusting the settings on your device. Please note, however, that if you choose not to share this data, you may not be able to access or use location-based Services.

Third-party services might make certain choices available to you. For example, you may be able to choose to limit the data that third-party services (e.g., social media platforms) share with us using the options provided to you by the applicable third-party service (for example, the options provided by a third-party social media platform when you connect your social media account with the Services). You also may be able to choose to disconnect your use of the Services from the third-party service at any time using the options provided to you by the applicable third-party service. Please note, however, that if you disconnect from the third-party service, that will not delete the data we may have previously collected while you were connected.

## **7. Cookies and Similar Technologies**

We, and third parties that provide content, functionality, or advertising in relation to the Services, collect information about your online activities through cookies, pixels, local storage, and other similar technologies (collectively, “Cookie Technologies”). These Cookie Technologies include, for example:

- **Cookies.** Cookies are small text files that are unique to your device or browser. 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). Cookies can serve many useful purposes. For example, cookies can remember your sign-in credentials so you do not have to enter those credentials each time you visit a Service, and cookies can help us and third parties understand which parts of the Services are the most popular, because they help us see which pages and features visitors access and how much time they spend on the pages. Most web browsers give you the ability to manage browser-based cookies used on a website, including blocking or deleting them.
- **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. 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.
- **Web beacons.** “Web beacons” or clear GIFs are small pieces of code placed on a Service to collect data about users of that Service.
- **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 a mobile app.

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 Cookie Technologies) with the third party’s own identifiers. This enables us to better achieve each of the purposes described above.

**Managing Tracking Technologies.** Some of the third-party companies may participate in industry-developed programs designed to provide consumers choices about whether to receive interest-based advertising. Please visit the websites operated by the DAA and Network Advertising Initiative to learn more.

You also may be able to opt out of interest-based advertising and/or block Cookie Technologies by adjusting your device or browser settings. Please consult the support materials or privacy settings for your mobile operating system (e.g., iOS for Apple devices, Android for Android devices and Windows for Microsoft devices) for instructions on how to prevent the delivery of interest-based in-application advertisements. For other devices, please visit the privacy settings for the applicable device or contact the applicable platform operator.

Please note that if you choose to block Cookie Technologies, you may not be able to use certain features that depend on those Cookie Technologies (such as keeping you signed in or remembering your preferences). If you choose to delete Cookie Technologies, any settings and preferences that were associated with those Cookie Technologies also will be deleted. Opting out of interest-based advertising or Cookie Technologies 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.

*Do Not Track.* Some browsers have incorporated “Do Not Track” features that send an automated signal to the websites that you visit using that browser. At this time, the Services do not recognize or respond to these signals. However, you can adjust your preferences regarding the data we collect using the tools and methods described above.

## **8. Security of Data**

GSE takes security seriously. We take a number of steps to protect your data from unauthorized access, use, or disclosure. However, it is important to remember that no system can be guaranteed to be 100% secure. 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.

## **9. Children and Parents**

Although there are GSE fans of all ages, the Services are not directed at children under the age of 13, and our policy is to not knowingly collect personal data from children under the age of 13. For certain activities in which children are allowed to participate (e.g., Warriors Camp Sessions), any request for personal data (such as registration data) is directed to the parent or legal guardian.

If you have reason to believe that a child under the age of 13 has provided personal data to us without parental consent, please contact us using any of the methods described in the “How to Contact Us” section of this Policy, and we will endeavor to delete that data from our systems in accordance with applicable law.

## **10. Storing Data**

By providing personal data in connection with the Services, you acknowledge and consent that such personal data may be transferred from your current location to the offices and servers of GSE and our authorized third-party service providers located in the United States and elsewhere.

## **11. 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.

## **12. 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 at the following address:

Legal Department  
Golden State Entertainment LLC  
1 Warriors Way  
San Francisco, CA 94158