

Privacy Policy - SMS Use Section

SMS COMMUNICATIONS:

What Personal Information is Collected:

When either a (i) Bolt For Life member (each, a “**BFL Member**” and collectively the “**BFL Members**”), (ii) Lightning Priority Access Club member (each, an “**LPAC Member**”, and collectively, the “**LPAC Members**”), or (iii) any other individual interested in communicating with TBA (as defined below) (each, a “**Prospective Member**”, and collectively, the “**Prospective Members**”, together with the BFL Members and the LPAC Members, the “**Interested Parties**”, and each, individually, an “**Interested Party**”), opts-in to receive SMS messages from Tampa Bay Arena, LLC (together with its parents, subsidiaries and its affiliates (“**TBA**”)), TBA collects the Interested Party’s mobile phone number. TBA may also collect other information each Interested Party provides when interacting with its SMS services, such as keywords used or responses to specific messages.

How Personal Information is Used:

TBA uses each Interested Party’s mobile phone number to send Interested Parties SMS messages related to appointment reminders, order updates, account notifications, etc. TBA may also use this information to respond to Interested Party inquiries or provide customer support via SMS.

Who Personal Information is Shared With:

TBA does not share Interested Parties’ mobile phone numbers or SMS consents with third parties for marketing purposes. TBA may share Interested Party information with service providers who assist TBA in delivering SMS messages to Interested Parties, but these providers are contractually obligated to protect Interested Party information and are prohibited from using it for any other purpose.

SMS consent is not shared with third parties for marketing purposes.

SMS TERMS & CONDITIONS:

By opting-in to receive SMS messages from TBA, Interested Parties agree to the following terms and conditions:

Types of Messages:

Any Interested Party can expect to receive SMS messages related to its:

- Individual Bolt for Life or Lightning Priority Access Club membership
- Account updates
- Appointment reminders
- Customer service requests
- Sales opportunities (e.g. group tickets, suite tickets and premium tickets)

Messaging Frequency:

Messaging frequency may vary.

Message and Data Rates:

Message and data rates may apply. Interested Parties should consult their mobile carrier for details.

Opt-Out:

To opt-out of receiving SMS messages at any time, Interested Parties should text STOP to its respective TBA Membership Sales and Service Representative. Interested Parties opting-out will receive a confirmation message that they have been unsubscribed.

Assistance:

For assistance, Interested Parties should text HELP to its respective TBA Membership Sales and Service Representative or visit the TBA website at <https://www.viniksportsgroup.com/>.

Privacy Policy and Terms of Service:

Visit <https://www.viniksportsgroup.com/privacy-policy> for TBA's privacy policy and <https://www.nhl.com/lightning/arena/terms-and-conditions> for TBA's Terms of Service.