

Chicago Blackhawks Hockey Team, Inc.

PRIVACY POLICY

Last Updated: June 2, 2025

1. INTRODUCTION

Chicago Blackhawks Hockey Team, Inc. ("**Chicago Blackhawks**," "**Blackhawks**," or "**we**," "**our**," or "**us**") is committed to respecting your privacy. This Privacy Policy ("**Privacy Policy**") describes how we collect, process, and share your Personal Data (as defined below) while operating our business and explains your rights and choices with respect to such information.

This Privacy Policy applies to information we collect:

- on the Chicago Blackhawks Mobile App ("**Mobile App**") and on other online services, including data collected when you interact with or reference our products/services or advertisements online via webpages expressly governed by this Privacy Policy, as well as via social media (e.g., when we correspond with you via social media, when we access information provided by social media platforms in relation to our pages on those platforms, or if you reference or interact with the Chicago Blackhawks on social media);
- when you interact with our advertising and applications on third party websites and services, if those applications or advertising include links to this Privacy Policy;
- when you bid on or purchase game-used merchandise used by your favorite Blackhawks players;
- when you donate to the Blackhawks Foundation;
- when you purchase tickets to Blackhawks games through our Ticket Sales and Service Team;
- when you fill out surveys, or enter into contests or other promotions;
- when you register to participate in a program sponsored by the Blackhawks or sign up to receive marketing communications, such as newsletters and surveys, whether in-person or online via a webpage expressly governed by this Privacy Policy;
- when you contact us or submit information to us; and
- from third parties, such as our business partners and service providers.

Except as described above, this Privacy Policy does not apply to information collected by:

- us in any other way offline or through any other means, including on any website operated by the Chicago Blackhawks or any third party; or
- any third party, including through any application or content (including advertising) that may link to or be accessible from the Mobile App or pages on social media platforms.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. By interacting with and providing your information to us, you agree to the terms of this Privacy Policy. If you do not agree, you must refrain from using our services or interacting with us. This Privacy Policy may change from time to time. Your continued interaction with or submission of information to the Chicago Blackhawks after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

2. INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

Generally

The types of information we collect may vary depending on your relationship with us. This may include information:

- by which you may be personally identified, such as name, date of birth, age, mailing or billing address, email address, home, work, and mobile telephone numbers, gender, and interests; geolocation information (if you opted-in to sharing this information through the Mobile App); credit or debit card number, bank account number, or other financial information (when you purchase game-used merchandise or tickets to Blackhawks games, or make a donation to the Blackhawks Foundation); driver's license, state identification card or other government-issued identification number (for verifying your identity when you enter into or win a contest); single sign-on login credentials to the Mobile App; social media handle; or public profile or similar information from social networks (collectively, "**Personal Data**"); or
- that is about you but individually does not identify you, such as traffic data, logs, referring/exit pages, date and time of your use of the Mobile App, error information, the type and location of mobile device and operating system you use to access our Mobile App, information associated with your Apple iTunes or Google Play accounts or any other account used to download or access our Mobile App, and other communication data and the resources that you access and use in our Mobile App.

We collect this information:

- directly from you when you provide it to us;
- automatically as you navigate through our Mobile App. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies; and
- from third parties, for example, our business partners, affiliated entities, other members of the National Hockey League family ("NHL") and their respective affiliates, and service providers we use to support our business (including marketing partners, ticketing and payment processors, social media providers, and promotional sponsors). For more information, see *Third-Party Sites*.

Information You Provide to Us

The information we may collect from you includes:

- information received on applications and other forms you complete, whether in writing, in person, by phone, electronically, or by other means. This can include information provided at the time of filling out a survey, signing up to receive marketing communications from us, entering into a contest or other promotion hosted by the Blackhawks, or registering to participate in programs or initiatives sponsored by the Blackhawks, such as camps, clinics, and other events, including the Four Feathers Tournament;
- information collected through your use of our Mobile App and other online services, such as when you interact with or reference our products/services or advertisements online via webpages expressly governed by this Privacy Policy, as well as via social media (e.g., following, commenting on, or sharing our content);
- records and copies of your correspondence (including email addresses, telephone numbers, or other contact information), if you contact us;
- details of your purchases or other transactions with the Blackhawks, such as when you buy game-used merchandise used by your favorite Blackhawks players, purchase tickets to Blackhawks games through our Ticket Sales and Service Team, or donate to the Blackhawks Foundation; and

- information about your general location, such as from your social media tags or posts, or real-time location, if you have opted-in to sharing your location through our Mobile App.

Please note that nhl.com/blackhawks is the Chicago Blackhawks' official website. The site is hosted and operated by the NHL, except where express notice is otherwise provided. This means that the NHL also collects your Personal Data when you use any NHL.com website or NHL mobile app, including our official website, through cookies and other means. We do not control the NHL, and we are not responsible for how the NHL treats your Personal Data. Instead, you should visit the NHL's Privacy Policy for more information or to exercise your rights.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Mobile App and other online services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, specifically:

- details of your visits to our Mobile App, such as traffic data, location, logs, referring/exit pages, date and time of your visit, error information, and other communication data and the resources that you access and use in our Mobile App; and
- information about your computer, mobile device, and Internet connection, specifically your IP address, operating system, browser type, Mobile App version information, and information associated with your Apple iTunes or Google Play accounts or any other account used to download or access our Mobile App.

The information we collect automatically may include Personal Data, or we may maintain it or associate it with Personal Data we collect in other ways or receive from third parties. It helps us to improve our Mobile App and to deliver a better and more personalized service by enabling us to: (i) estimate our audience size and usage patterns; (ii) store information about your preferences, allowing us to customize how our Mobile App appears to you according to your individual interests; and (iii) recognize you when you return to our and Mobile App. This data may also be used to show online ads and content relevant to the Blackhawks on social media platforms or other third-party sites.

This information may be collected through the use of cookies (or browser cookies), which are small data files placed on your computer or mobile device that allow us to collect certain information whenever you interact with and use our Mobile App or visit us online via webpages expressly governed by this Privacy Policy. Some of these cookies are managed by us (first-party cookies), while others are managed by third parties that we do not control (third-party cookies).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, on the Mobile App or online via webpages expressly governed by this Privacy Policy, are served by third parties, including advertisers, ad networks and servers, content providers, analytics providers, social media companies, and application providers. These may be used to present interest-based advertising and other special offers to you for our products or services on other websites and applications, such as social media platforms. This means you may see an ad for one of our products or services on these platforms as a result of visiting our Mobile App or webpages online that are expressly governed by this Privacy Policy.

These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Mobile App or interact with us online via webpages expressly governed by this Privacy Policy. The information they collect may be associated with your Personal Data or they may collect information, including Personal Data, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

Our ticketing, event promotions, and other online services are provided through our partners and service providers. For example, the Chicago Blackhawks' official website is hosted by the NHL, and our ticketing is

processed through Ticketmaster's platforms, including Ticketmaster.com. These online services use our own first-party cookies, as well as third-party cookies of our service providers and marketing partners alone or in conjunction with web beacons or other tracking technologies to collect information about you. We cannot control and are not responsible for how these parties' third-party cookies or other tracking technologies are used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Information from Third-Party Sources

We may also receive Personal Data from third parties that provide us information in connection with products or services you purchase from them or when you express interests that relate to the Chicago Blackhawks. For a non-exhaustive list of third-party sources, please see *Third-Party Sites*.

3. HOW WE USE YOUR INFORMATION

We use information that we collect about you or that you provide to us, including any Personal Data:

- to present our Mobile App and its contents to you and to make our services available to you online via webpages expressly governed by this Privacy Policy;
- to provide, support, personalize, develop, and improve our Mobile App as well as enhance our social media presence;
- to process, fulfill, support, and administer transactions and orders for products and services ordered by you;
- to provide you with the goods, services, or programs that you have requested from us and to communicate with you with respect to those goods, services, and programs or to improve upon our goods, services, and programs;
- to send you information that you request from us or that may be of interest to you, including event details, marketing materials, offers, and promotions (such as through newsletters, email, or other communications);
- to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Mobile App, online via webpages expressly governed by our Privacy Policy, third-party sites, and via email or text message (with your consent, where required by law);
- to verify your location and send location-based content to you (if you opted-in to sharing this information through the Mobile App);
- if you enter a contest or other promotion offered by the Blackhawks, to administer the contest or promotion, in accordance with its rules and applicable laws;
- to conduct statistical and demographic analysis or market research, surveys, and similar inquiries to help us understand trends and customer needs;
- to respond to your inquiries and requests;
- to notify you of changes to our Mobile App or any products or services we offer or provide through it or online via webpages expressly governed by this Privacy Policy;
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Chicago Blackhawks, our customers, or others;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us;
- to comply with our legal, regulatory, and contractual obligations; and
- for any other purpose with your consent or as otherwise permitted by law.

4. DISCLOSURE OF YOUR INFORMATION

We do not share, sell, or otherwise disclose your Personal Data for purposes other than those outlined in this Privacy Policy. However, we may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose Personal Data that we collect or you provide as described in this Privacy Policy:

- to our affiliated entities;
- to other members of the NHL and their respective affiliates;
- to our sponsors;
- to internet cookie information recipients, such as analytics services;
- to online advertising providers and social networking services;
- to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by the Chicago Blackhawks about our users and customers are among the assets transferred;
- to fulfill the purpose for which you provide it;
- for any other purpose disclosed by us when you provide the information; and/or
- with your consent or as otherwise permitted by applicable law.

We may also disclose your Personal Data:

- to comply with: (i) federal, state, or local laws, or to comply with a court order or subpoena to provide information; (ii) civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, or local authorities; and/or (iii) certain government agency requests for emergency access to your Personal Data if you are at risk or danger of death or serious physical injury;
- to cooperate with law enforcement agencies concerning conduct or activities that we (or one of our service providers') believe may violate federal, state, or local law;
- to exercise or defend legal claims, and to enforce our agreements, including for billing and collection purposes; and/or
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Chicago Blackhawks, our fans, or others.

5. CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

We do not control the collection and use of your information collected by third parties described above in *Disclosure of Your Information*. These third parties may aggregate the information they collect with information from their other customers for their own purposes.

In addition, we strive to provide you with choices regarding the Personal Data you provide to us. We have created the following mechanisms to provide you with control over your Personal Data. You can also update your preferences for the way in which you would like us to communicate with you by visiting preferences.blackhawks.com.

- **Cookies and Advertising.** You can adjust the settings in your browser's settings or within our Mobile App to refuse all or some cookies. If you disable or refuse cookies, please note that certain parts of our Mobile App and/or online webpages expressly governed by this Privacy Policy may be inaccessible or not function properly. You can find more information about cookies at <http://www.allaboutcookies.org>.

As noted above, we do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. If you would like more information about this practice, and to know your choices with respect to it, please either visit the Digital Advertising Alliance's opt-out page

(currently available at <http://www.aboutads.info/choices/>) or the Network Advertising Initiative's opt-out page (currently available at <http://www.networkadvertising.org/choices/>). Please note that you may continue to receive generic ads that are not based on your preferences.

- **Location Information.** You can choose whether or not to allow our Mobile App to collect and use real-time information about your device's location through the device's privacy settings. For example, the "location" permissions on your mobile device may allow you to elect to never share location information with us, share location information only while you are using our Mobile App, or always share location information even if you are not using our Mobile App. If you elect not to share your location information, you may be unable to access some features of our services that are designed for mobile devices. You can also disable location-based alerts in the Settings section of our Mobile App.
- **Promotional Offers from the Chicago Blackhawks (Email).** If you do not wish to have your email address used by the Blackhawks to promote our own products and services, you can opt-out at any time by clicking the unsubscribe link at the bottom of any email or other marketing communications you receive from us or by emailing generalcounsel@blackhawks.com. This opt-out does not apply to information provided to the Blackhawks as a result of a product purchase or your use of our services.
- **Promotional Offers from the Chicago Blackhawks (Voice and Text).** If you do not wish to have your telephone number used by the Blackhawks to promote our own products and services, follow the instructions stated in the pre-recorded voice message, text STOP in response to the text message you received or contact us at generalcounsel@blackhawks.com. The Chicago Blackhawks do not charge for receiving text message alerts, but message and data rates may apply. Supported carriers include AT&T, Verizon, MetroPCS, Sprint, Boost, T-Mobile, Alltel, Virgin Mobile, and U.S. Cellular. Such carriers are not liable for delayed or undelivered messages.

6. YOUR OTHER RIGHTS

Generally

You can review and change your Personal Data by visiting our preference center at preferences.blackhawks.com or notifying us through the Contact Information below of any changes or errors in any Personal Data we have about you to ensure that it is complete, accurate, and as current as possible. We may not be able to accommodate your request if we believe it would violate any law or legal requirement or cause the information to be incorrect.

State-Specific Privacy Rights

The law in certain states may provide you with additional rights regarding our use of Personal Data. To learn more about any additional rights that may be applicable to you as a resident of one of these states, please see the privacy addendum for your state that is attached to this Privacy Policy.

- **For Residents of California:** If you are a resident of California, you have the additional rights described in our *California Privacy Addendum*.

7. DATA SECURITY

We have implemented measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration, and disclosure. We use encryption technology for information sent and received by us. The safety and security of your information also depends on you. Where you have chosen a password for the use of our Mobile App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted to our Mobile

App. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Mobile App or in your operating system.

8. THIRD-PARTY SITES

Our Mobile App may contain links to third party websites or services that are not owned or controlled by us, including, but not limited to, those listed below. Please be aware that we are not responsible for the privacy practices of such other websites or services. The privacy practices of these third parties, including details on the information they may collect about you, are subject to the privacy policies of these parties, which we suggest you review.

- **Ticketmaster**. When purchasing tickets through Ticketmaster (Ticketmaster.com), Ticketmaster's policies and practices may apply with respect to Personal Data collected by Ticketmaster through your transaction. Ticketmaster is an independent third party, and we are not responsible for how they treat such Personal Data.
- **Social media platforms**. Based on your social media privacy settings, most social media platforms analyze how you interact with us and combine it with information about other users and may share with us certain Personal Data about you. To the extent you provide your Personal Data on social media platforms, those social media providers' policies and practices apply with respect to their sites and services. We do not control such social media providers and are not responsible for how they treat your Personal Data.
- **Promotional sponsors**. If a Chicago Blackhawks-related promotion is run by a third party (such as the sponsor of the promotion), that third party's policies and practices may apply with respect to Personal Data collected through such promotion. We do not control such third parties and are not responsible for how they treat your Personal Data.
- **United Center**. The United Center's policies and practices may apply with respect to Personal Data collected by the United Center, such as in relation to your purchase of season tickets, annual suite(s), club seats, or other premium ticketing options at the United Center. The United Center is an independent third party, and we are not responsible for how they treat your Personal Data.

9. CHILDREN UNDER THE AGE OF 13

The services made available online via webpages expressly governed by this Privacy Policy and through our Mobile App are generally not directed at nor intended for use by minors. We do not knowingly collect information from minors under the age of 13. If you are under 13, please do not use or provide any information to us online via webpages that are expressly governed by this Privacy Policy or on our Mobile App, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received information from a minor under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from a child under 13, please contact us through the Contact Information below.

10. CHANGES TO OUR PRIVACY POLICY

We may change this Privacy Policy at any time. It is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on the home page of our Mobile App. If we make material changes to how we treat our users' Personal Data, we will notify you by email to the email address we have on file for you and/or through a notice on the home page of our Mobile App. The date this Privacy Policy was last updated is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, periodically accessing our Mobile App and reviewing this Privacy Policy to check for any changes.

11. CONTACT INFORMATION

If you have any questions, concerns, complaints, or suggestions regarding our Privacy Policy or otherwise need to contact us, you may contact us at the contact information below:

Chicago Blackhawks Hockey Team, Inc., 1901 W. Madison St., Chicago, IL 60612

Phone: (312) 455-7064

Email: generalcounsel@blackhawks.com

Chicago Blackhawks Hockey Team, Inc.

PRIVACY ADDENDUM FOR CALIFORNIA RESIDENTS

Last Updated: May 24, 2024

1. INTRODUCTION

This California Privacy Addendum (the "**California Addendum**") supplements the information contained in the Chicago Blackhawks' Privacy Policy and applies solely to all fans, users, customers and others who reside in the State of California ("**consumers**" or "**you**"). We adopt this California Addendum to comply with the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (collectively, the "**CPRA**"), and any terms defined in the CPRA have the same meaning when used in this California Addendum.

2. SCOPE OF THIS CALIFORNIA ADDENDUM

This California Addendum applies to information that we collect on our Mobile App and through the other sources as described in our Privacy Policy that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household ("**personal information**"). However, publicly available information that we collect from government records and deidentified or aggregated information (when deidentified or aggregated as described in the CPRA) are not considered personal information and this California Addendum does not apply to such information.

3. COLLECTION OF PERSONAL INFORMATION

The type of personal information we collect may vary depending on your relationship with us. For this reason, we may collect, and over the prior 12 months have collected, the following categories of personal information from consumers:

- A. **Identifiers**, such as name, contact information (e.g., postal address, telephone number, email address), driver's license or other government-issued identification number, IP address, single sign-on login credentials to the Blackhawks' Mobile App, social media handle, and other similar identifiers.
- B. **Personal information described in the California Customer Records law**, such as name, contact information, driver's license or other government-issued identification number, bank account number, credit or debit card number, or other financial information.
- C. **Characteristics of protected classifications under California or federal law**, such as gender.
- D. **Commercial information**, such as details of ticket purchases through our Ticket Sales and Service Team, game-used merchandise that is purchased with proceeds going to the Blackhawks Foundation, or other transactions with the Blackhawks.
- E. **Geolocation data**, such as your real-time location (if you have opted-in to sharing your location through our Mobile App).
- F. **Internet or other electronic network activity ("Internet or Network Activity") information**, such as information regarding a consumer's interaction with our Mobile App or our services available online via webpages expressly governed by our Privacy Policy.
- G. **Audio, electronic, visual, or similar information**, such as audio, video or call recordings created in connection with our business activities.
- H. **Professional or employment-related information**, such as job title.
- I. **Inferences drawn from any of the other personal information listed above** to understand your preferences.

J. Sensitive Personal Information (or “SPI”), such as:

- Driver's license or other government-issued identification number;
- Financial account, debit card, or credit card number combined with any required security/access code or password allowing access to an account; and
- Precise geolocation (real-time location coordinates from your device's GPS or Bluetooth signal and information about nearby Wi-Fi networks and cell towers, if you have opted-in to sharing your location through our Mobile App).

We will not collect additional categories of personal information without providing you notice. **As further described below, we may “sell” for valuable, non-monetary consideration and/or “share” for cross-context behavioral advertising purposes the following categories of your personal information to third-party online advertising providers and social networking services: Identifiers, Commercial Information, and Internet or Network Activity information (see *Sales and Sharing of Personal Information*).**

4. SOURCES OF PERSONAL INFORMATION

We collect the categories of personal information listed above from the same sources described in our Privacy Policy.

5. USE OF PERSONAL INFORMATION

We only use your personal information for the purposes described in our Privacy Policy. We will not use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

6. DISCLOSURES OF PERSONAL INFORMATION

Disclosures of Personal Information for a Business Purpose

In the preceding 12 months, we have disclosed the following categories of personal information for one or more of the business purposes described below to the following categories of third parties:

Personal Information Category	Categories of Third-Party Recipients
Identifiers	<ul style="list-style-type: none">• <i>Affiliated entities.</i>• <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).• <i>Sponsors.</i>• <i>Internet cookie information recipients, such as analytics services.</i>
Personal information described in the California Customer Records law	<ul style="list-style-type: none">• <i>Affiliated entities.</i>• <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).• <i>Sponsors.</i>

Characteristics of protected classifications under California or federal law	<ul style="list-style-type: none"> • <i>Affiliated entities.</i> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
Commercial information	<ul style="list-style-type: none"> • <i>Affiliated entities.</i> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
Internet or Network Activity information	<ul style="list-style-type: none"> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications). • <i>Internet cookie information recipients, such as analytics services.</i>
Geolocation data	<ul style="list-style-type: none"> • <i>Affiliated entities.</i> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
Audio, electronic, visual, or similar information	<ul style="list-style-type: none"> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
Professional or employment-related information	<ul style="list-style-type: none"> • <i>Affiliated entities.</i> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
Inferences drawn from other personal information	<ul style="list-style-type: none"> • <i>Affiliated entities.</i>

	<ul style="list-style-type: none"> • <i>Other members of the NHL family and their respective affiliates</i> (e.g., we may disclose ticketing and other information about you to the National Hockey League and NHL Interactive CyberEnterprises, LLC, so that they can conduct analysis to better understand NHL fans and fan engagement across the NHL, including its member clubs. NHL may also use and share insights to enable the NHL, including its member clubs, to customize and improve their services, advertising and communications).
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We disclose your personal information to the categories of third parties listed above for the following business purposes:

- Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
- Helping to ensure security and integrity of our products, services, and IT infrastructure to the extent the use of the personal information is reasonably necessary and proportionate for these purposes.
- Debugging to identify and repair errors that impair existing intended functionality.
- Performing services on behalf of the Blackhawks, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of us.
- Providing advertising and marketing services, except for cross-context behavioral advertising, to consumers.
- Undertaking internal research for technological development and demonstration.
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us.

In addition to the above, we may disclose any or all categories of personal information to any third-party (including government entities and/or law enforcement entities) as necessary to:

- comply with: (i) federal, state, or local laws, or to comply with a court order or subpoena to provide information; (ii) civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, or local authorities; and/or (iii) certain government agency requests for emergency access to your personal information if you are at risk or danger of death or serious physical injury;
- cooperate with law enforcement agencies concerning conduct or activities that we (or one of our service providers) believe may violate federal, state, or local law;
- exercise or defend legal claims;
- protect the rights, property, or safety of the Chicago Blackhawks, its fans, or others;
- engage in any actual or contemplated merger, acquisition, asset sale or transfer, financing, bankruptcy, dissolution or restructuring of (or similar transaction involving) all or part of our business; or
- otherwise fulfill the purpose for which you provide it.

Sales and Sharing of Personal Information

We do not sell your personal information in exchange for monetary consideration. We may disclose your personal information by allowing certain third parties (such as online advertising providers and social networking services) to collect your personal information via automated technologies on our Mobile App and online via any applicable webpages expressly governed by our Privacy Policy for the purpose of cross-context behavioral advertising (i.e.,

targeted advertising on other websites or in other mediums). These kinds of disclosures may be deemed “selling” or “sharing” personal information under California law.

We may sell or share for cross-context behavioral advertising purposes (and may have sold or shared during the 12-month period prior to the Last Updated date of this California Addendum) the following categories of personal information to third-party advertising providers and social networking services:

- Identifiers.
- Commercial Information.
- Internet or Network Activity information.

However, we do not have any actual knowledge that we (i) “sell” the personal information of consumers under the age of 16 for monetary or other valuable consideration, or (ii) “share” such personal information for cross-context behavioral advertising purposes.

7. YOUR RIGHTS AND CHOICES

The CPRA provides consumers with specific rights regarding their personal information. This section describes your CPRA rights and explains how to exercise those rights. You may exercise these rights yourself or through your Authorized Agent (as defined below). For more information on how you or your Authorized Agent can exercise your rights, please see *Exercising Your CPRA Privacy Rights*.

- **Right to Know.** You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months (a “**Right to Know**” Consumer Request). This includes: (a) the categories of personal information we have collected about you; (b) the categories of sources from which that personal information came from; (c) our purposes for collecting this personal information; (d) the categories of third parties with whom we have shared your personal information; and (e) if we have “sold” or “shared” or disclosed your personal information, a list of categories of third parties to whom we “sold” or “shared” your personal information, and a separate list of the categories of third parties to whom we disclosed your personal information to. You must specifically describe if you are making a Right to Know request or a Data Portability Request. If you would like to make both a Right to Know Consumer Request and a Data Portability Consumer Request, you must make both requests clear in your request. If it is not reasonably clear from your request, we will only process your request as a Right to Know request. You may make a Right to Know or a Data Portability Consumer Request a total of 2 times within a 12-month period at no charge.
- **Access to Specific Pieces of Information.** You also have the right to request that we provide you with a copy of the specific pieces of personal information that we have collected about you, including any personal information that we have created or otherwise received from a third-party about you (a “**Data Portability**” Consumer Request). If you make a Data Portability Consumer Request electronically, we will provide you with a copy of your personal information in a portable and, to the extent technically feasible, readily reusable format that allows you to transmit the personal information to another third-party. You must specifically describe if you are making a Right to Know request or a Data Portability request. If you would like to make both a Right to Know Consumer Request and a Data Portability Consumer Request, you must make both requests clear in your request. If it is not reasonably clear from your request, we will only process your request as a Right to Know request. In response to a Data Portability Consumer Request, we will not disclose your driver’s license number or other government-issued identification number, or financial account number. We will not provide this information if the disclosure would create a substantial, articulable, and unreasonable risk to your personal information or the security of our systems or networks. We will also not disclose any personal information that may be subject to another exception under the CPRA. If we are unable to disclose certain pieces of your personal information, we will describe the general types of personal information that we were unable to disclose and provide you a description of the reason we are unable to disclose it. You may make a Right to Know or a Data Portability Consumer Request a total of 2 times within a 12-month period at no charge.

- **Correction.** You have the right to request that we correct any incorrect personal information about you to ensure that it is complete, accurate, and as current as possible. You may request that we correct the personal information we have about you as described below under *Exercising Your CPRA Privacy Rights*. In some cases, we may require you to provide reasonable documentation to show that the personal information we have about you is incorrect and what the correct personal information may be. We may also not be able to accommodate your request if we believe it would violate any law or legal requirement or cause the information to be incorrect or if the personal information is subject to another exception under the CPRA.
- **Deletion.** You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your Consumer Request (see *Exercising Your CPRA Privacy Rights*), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies pursuant to the CPRA. Some exceptions to your right to delete include, but are not limited to, if we are required to retain your personal information to complete the transaction or provide you the goods and services for which we collected the personal information or otherwise perform under our contract with you, to detect security incidents or protect against other malicious activities, and to comply with legal obligations. We may also retain your personal information for other internal and lawful uses that are compatible with the context in which we collected it.
- **Limiting Our Uses and Disclosures of SPI.** You have the right to request that we limit our use and disclosure of your SPI to only those purposes specifically enumerated in the CPRA. Currently, we do not use or disclose your SPI for purposes other than those expressly permitted by the CPRA. Should this change in the future, we will update this California Addendum and provide you with methods to limit the use and disclosure of SPI.
- **Non-Discrimination.** We will not discriminate against you for exercising any of your CPRA rights. Unless permitted by the CPRA, we will not do any of the following as a result of you exercising your CPRA rights: (i) deny you goods or services; (ii) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (iii) provide you a different level or quality of goods or services; or (iv) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Exercising Your CPRA Privacy Rights

Sale/Sharing: For instructions on exercising sale and sharing opt-out rights (as applicable), please see *Your Choices Regarding our “Sale” or “Sharing” of Your Personal Information*.

All Other CPRA Rights: To exercise any of your other rights described above, please submit a verifiable consumer request (a “**Consumer Request**”) to us by either:

- Emailing generalcounsel@blackhawks.com; or
- Calling 855-305-0782.

If you fail to make your Consumer Request in accordance with the ways described above, we may either treat your request as if it had been submitted with our methods described above or provide you with information on how to submit the request or remedy any deficiencies with your request.

Only you, or someone that you have authorized to act on your behalf (an “**Authorized Agent**”), may make a Consumer Request related to your personal information. You may also make a Consumer Request on behalf of your minor child.

All Consumer Requests must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an Authorized Agent.
 - For all requests, we will need the consumer’s (i) name, (ii) email address, and (iii) telephone number.

- To protect the privacy and security of your personal information, we may request additional information from you to help us verify your identity and process your request. This information may include your driver's license or other government-issued identification number. We may also contact you to ask you for further information in relation to your request to speed up our response.
- Be described with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm which personal information relates to you or the individual for whom you are making the request as their Authorized Agent.

Your Choices Regarding Our “Sale” or “Sharing” of Your Personal Information

“Sale” of Your Personal Information

If you are 16 years of age or older, you have the right to direct us to not sell your personal information for monetary or other valuable consideration at any time (the “right to opt-out”). We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the “right to opt-in”) from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to our personal information sales may opt-out of future sales at any time.

“Sharing” of Your Personal Information

If you are 16 years of age or older, you have the right to direct us to not share your personal information for the purposes of cross-context behavioral advertising, which is showing advertising on other websites or other media based on your browsing history with our Website (the “right to opt-out”). We do not share the personal information of consumers we actually know are less than 16 years of age for this purpose, unless we receive affirmative authorization from either the consumer who is between 13 and 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to our sharing of personal information for these purposes may opt-out of future such sharing at any time.

How You May Opt-Out of Our Sale or Sharing of Your Personal Information

To exercise the right to opt-out of the “sale” or “sharing” of your personal information, you (or your Authorized Agent) may submit a request to us by (i) visiting the [“Do Not Sell or Share My Personal Information”](#) link in the tab within our Mobile App and footer of any applicable webpages expressly governed by this Privacy Policy, (ii) configuring your browser/mobile device to send us a privacy signal (as described in more detail below), or (iii) setting your browser/device to refuse all or some cookies, or to alert you when cookies are being sent. However, if you do not consent to our use of cookies or select this setting you may be unable to access certain parts of our Mobile App or webpages expressly governed by this Privacy Policy. You can find more information about cookies at <http://www.allaboutcookies.org>.

You may also exercise your right to opt-out of the “sale” or “sharing” of your personal information by setting the privacy control signal on your browser/device, if your browser/device supports it. We currently recognize and support the following privacy signals sent by browsers/devices: **Global Privacy Control** (for more information on how to configure your browser to send this signal, please see <https://globalprivacycontrol.org/>).

When we receive this privacy control signal, we will opt you out of any further “sale” or “sharing” of your personal information when you interact with our Mobile App and any applicable webpages expressly governed by this Privacy Policy through that browser and on that device. However, you may change your mind and opt back into the “sale” or “sharing” of personal information at any time by adjusting your cookie preferences to accept all or certain cookies.

In the event you have affirmatively opted-in to our “sale” and “sharing” of your personal information as described above and we receive a privacy control signal from your browser, we will request further instructions from you before you are opted out of any further “sale” or “sharing.”

Once you make an opt-out request, we will wait at least 12 months before asking you to reauthorize our “sale” or “sharing” of your personal information.

Requests to Opt-In After Opting Out of the “Sale” or “Sharing” of Personal Information

If you (or your Authorized Agent) submit a request to opt-in to our “sale” or “sharing” of your personal information, we will use a two-step process in order to confirm that you want to opt-in for such “sale” or “sharing” of your personal information. This process may include verifying your request through your email address on record or sending you a text message and requesting that you text us a confirmation (which may be through the use of an automated dialer). By making a Consumer Request, you consent to us contacting you in one or more of these ways.

8. RETENTION OF PERSONAL INFORMATION

We retain all categories of personal information that we collect for as long as needed to carry out the purposes described in this California Addendum and our Privacy Policy or as otherwise required by applicable law, taking into consideration any statutorily required minimum periods of time in applicable jurisdictions, but not longer than ten (10) years in any instance. However, we may also retain any or all categories of personal information when your information is subject to one of the following exceptions:

- When stored in our backup and disaster recovery systems. Your personal information will be deleted when the backup media your personal information is stored on expires or when our disaster recovery systems are updated.
- When necessary for us to exercise or defend legal claims.
- When necessary to comply with a legal obligation.
- When necessary to help ensure the security and integrity of our Mobile App and IT systems.

Your personal information will be deleted when we no longer require your personal information for any of the above purposes.

9. OTHER CALIFORNIA PRIVACY RIGHTS (“DO NOT TRACK” DISCLOSURE)

Some web browsers permit you to broadcast a signal to websites and online services indicating a preference that they “do not track” your online activities. However, there is no accepted standard for how a website or online service should respond to this signal and, at this time, we do not honor such a signal or modify what information we collect or how we use that information based upon whether such a signal is broadcast or received by us.

10. CHANGES TO OUR CALIFORNIA ADDENDUM

We reserve the right to amend this California Addendum from time to time. When we make changes to this California Addendum, we will post the revised California Addendum on this page with a new "Last Updated" date.

11. CONTACT INFORMATION

If you have any questions or comments about this California Addendum, the ways in which the Chicago Blackhawks collect and uses your information described in this California Addendum or the Chicago Blackhawks' Privacy Policy, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: (312) 455-7064

Email: generalcounsel@blackhawks.com