

Blackhawk Community Ice Rink, LLC

Privacy Policy

Last Updated: June 2, 2025

1. INTRODUCTION

Blackhawk Community Ice Rink, LLC (“**BCIR**” 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 Policy applies to information we collect:

- On our website, www.fifththirdarena.com (“**Website**”) 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 us 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 (or as otherwise set forth herein);
- when you host an event at our facility;
- when you purchase food or beverages, or pay an admission fee to skate or play pick-up games;
- when you fill out surveys, or enter into contests or other promotions;
- when you register to participate in a program hosted at BCIR or sign up to receive marketing communications, such as newsletters and surveys, whether in-person or electronically (such as via our Website or email); and
- when you communicate with or otherwise submit information to us.

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 BCIR 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 Website 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 BCIR 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; credit or debit card number, bank account number, or other financial information; driver’s license or other government-issued identification

number (for verifying your identity when you enter into or win a contest); social media handle; or public profile or similar information from social networks (collectively, “**Personal Data**”); and/or

- that is about you but individually does not identify you, such as details of your visit to our Website, including traffic data, logs, error information, referring/exit pages, date and time of your visit, your internet connection, the equipment you use to access our Website (such as your mobile device, computer, operating system, or browser type), and usage details.

We collect this information:

- directly from you when you provide it to us, including registration information you submit via our dedicated cloud-based recreation software platform and signed waivers you complete in WaiverElectronic.com; and
- automatically as you navigate through our Website. Information collected automatically may be usage details, IP addresses, and/or information collected through cookies, web beacons, and other tracking technologies.

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 (such as via our Website or email), or by other means. This can include information provided at the time of filling out a survey or a Waiver and Release form, signing up to receive marketing communications from us, entering into a contest or other promotion sponsored by us, or registering to participate in programs or events hosted at BCIR, such as camps, clinics, and other events;
- information collected through your use of our Website or 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). This also includes information you submit when registering for events, classes, and clinics through our dedicated cloud-based recreation software platform (DaySmart) and copies of waivers you signed waivers in WaiverElectronic.com;
- 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 BCIR, such as when you purchase food or beverages or host an event at our facility; and
- information about your general location, such as from your social media tags or posts.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns. We collect the details of your visits to our Website and other online services, as described above.

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. It helps us to improve our Website 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 Website appear to you according to your individual interests; (iii) speed up your searches; and (iv) recognize you when you return to our Website.

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 visit or interact with and use our Website. 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 Website 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 Website.

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 Website. 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.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

Some of our event promotions and other online services are provided through our partners and service providers. 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.

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 Website 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 Website 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;
- if you enter a contest or other promotion offered or sponsored by us, to administer the contest or promotion, in accordance with its rules and applicable laws;
- to send you information that you request from us or that may be of interest to you, including newsletters, event information, marketing materials, offers and promotions, as well as details about our goods or services;
- 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 Website 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 BCIR, 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/or
- 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 business partners, service providers, and other third parties we use to support our business, including online advertising providers, social networking services, email marketing providers, and internet cookie information recipients, such as analytics services; and/or
- 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 BCIR about our users and customers are among the assets transferred.

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 BCIR, our fans, or others;
- 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.

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. 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 mechanisms to provide you with control over your Personal Data:

- **Cookies and Advertising.** You can set your browser or device to refuse all or some cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Website or

App may then 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. You can learn more about interest-based advertisements and your opt-out rights and options from members of the Network Advertising Initiative (“NAI”) on its website (www.networkadvertising.org) and from members of the Digital Advertising Alliance on its website (www.aboutads.info).

- **Promotional Emails from BCIR (Email).** If you do not wish to have your email address used by BCIR 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 emailing generalcounsel@blackhawks.com. This opt out does not apply to information provided to BCIR as a result of a product purchase or your use of our services.
- **Marketing Calls or Texts.** If you do not wish to have your telephone number used by BCIR 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. BCIR does 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

You may notify 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.

7. DO NOT TRACK SIGNALS

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. Because there is not yet a common understanding of how to interpret the Do Not Track signal, we do not currently respond to the browser Do Not Track signals when you use our services and products or interact with our Website.

8. DATA SECURITY

We have implemented measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, 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 Website. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures deployed on the Website or contained in your operating system.

9. THIRD PARTY SITES

Our Website 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.

- 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 BCIR-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.

10. CHILDREN UNDER THE AGE OF 18

The services made available on our Website and online via any webpages expressly governed by this Privacy Policy are generally not directed at nor intended for use by minors. We do not knowingly collect Personal Data from minors under the age of 18. If you are under 18, please do not use or provide any information to us online on our Website or online via any webpages that are expressly governed by this Privacy Policy, including your name, address, telephone number, email address, or any screen name or username you may use. However, parents and legal guardians may provide limited information, including name and date of birth, to register their children for certain BCIR offerings, such as to join the Kids Club. If we learn we have collected or received Personal Data directly from a minor under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from a child under 18, please contact us at the *Contact Information* below.

11. 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 Website. 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 Website. 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 Website and reviewing this Privacy Policy to check for any changes.

12. 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:

Blackhawk Community Ice Rink, LLC
 1801 W. Jackson Blvd., Chicago, IL 60612
 Phone: (312) 455-7600
 Email: generalcounsel@blackhawks.com