



MONUMENTAL SPORTS & ENTERTAINMENT

PRIVACY POLICY / YOUR PRIVACY RIGHTS

Last Updated: October 6 2025

Lincoln Holdings LLC dba Monumental Sports & Entertainment, together with its subsidiaries and affiliates (collectively, "**Company**" "**us**," "**we**," or "**our**") is committed to protecting the privacy of Personal Data (i.e., information reasonably related to a specific individual). This Privacy Notice describes how we process Personal Data collected through our websites, social media accounts, mobile applications, connected devices such as television devices, smart televisions, gaming consoles, and other online or connected services interactions and communications such as email (collectively, our "Digital Properties"); your attendance at our sporting arenas, in-person events or other products (collectively, "Events"); and other online and offline interactions.

Monumental Sports owns various websites that are operated by third-party affiliates and may be subject to different or additional privacy notices. For example, the websites for the Washington Wizards, the Washington Capitals, the Washington Mystics, and certain other teams are operated by the National Basketball Association ("NBA"), the National Hockey League ("NHL"), the Women's National Basketball Association ("WNBA"), the National Basketball Association Gatorade League ("G-League"), and the NBA 2K League ("2K League") (together, the "**Leagues**"). This Privacy Notice does not apply when you interact with The Leagues. This Privacy Notice only governs the collection, use, and sharing of information by Monumental Sports, including data that the Leagues choose to provide to us. The Leagues are responsible for their own privacy notices and practices, and you should review the relevant league's privacy notice for information about its practices with respect to information gathered by the Leagues.

The term "**Brands**" shall include any brands, affiliates, subsidiaries, and other companies under common control, ownership or operation, of Monumental Sports, including, without limitation: (a) the Washington Capitals, (b) the Washington Wizards, (c) the Washington Mystics, (d) the Capital City Go-Go, (e) Wizards District Gaming, (f) Caps Gaming, (g) Monumental Sports Network, (h) Lincoln Productions LLC, (i) Lincoln Media LP, (j) Capital One® Arena, (k) Eagle Bank Arena, (l) Monumental Sports & Entertainment Foundation, (m) MedStar Capitals Iceplex, and (n) MedStar Wizards Performance Center.

Scope: This Privacy Notice does not apply to the data about business-to-business contacts; data that we handle as a "processor" or "service provider" to business customers (in which case our customers' privacy policies apply instead); or our own employees, contractors, agents, and job applicants.

Whenever you interact with us on behalf of another individual or entity, such as if you refer a friend to us, you must obtain their consent (or have the legal authority without consent) to share their Personal Data with us.

Changes: We may update this Privacy Notice from time to time. Any updated Privacy Notice will be effective when posted. Please check this Privacy Notice periodically for updates. If required by law, we will contact you directly to provide you with an updated Privacy Notice.

1. **Sources of Personal Data**

We collect Personal Data about you from the following sources:

- a. **Directly from you.** We may collect Personal Data you provide to us directly, such as when you contact us through our Digital Properties, interact with us in person, sign up for offers or newsletters, communicate with us, place or customize orders, or sign up for an account or other services.
- b. **Data collected automatically and through tracking technologies.** We may automatically collect information or inferences about you, such as through cookies and other tracking technologies, when you interact with our Digital Properties. This may include information about how you use and interact with our Digital Properties, information about your device, and internet usage information.
- c. **From third parties.** We may collect Personal Data from third parties, such as service and content providers, merchants (such as online ticket sales and distribution companies), our affiliated

companies and subsidiaries, business partners, data brokers, social media companies, Leagues, or other parties who interact with us.

- d. **From publicly available sources.** We may collect Personal Data about you from publicly available sources, such as public profiles and websites.

We may combine information that we receive from the various sources described in this Privacy Notice, including third party sources, and use or disclose the combined information for the purposes identified below.

2. Types of Personal Data We Collect

We may collect the following types of Personal Data, including other information you choose to provide to us:

- a. **Identifiers**, such as your name, email address, billing and shipping address, telephone number, business contact information, mobile device contact lists, account registration information, and device identifiers (e.g., cookie IDs and IP address).
- b. **Records about you**, such as signatures; physical characteristics or a description of you; the content, timing and method of communications you have with us, such as online chats, calls, and emails; and information you share with or upload to our Digital Properties, such as reviews and comments.
- c. **Demographic information**, such as age and gender.
- d. **Commercial information**, such as information credit card or other payment account details (e.g., PayPal); payment details; information related to your transactions and customer service records; products or services purchased, obtained, or considered; subscription information; feedback you have provided; or other purchasing or consuming histories or tendencies.
- e. **Internet or other electronic network activity information**, such as your browsing history, search history, web logs, preference information (including marketing and purchasing preferences), account settings (including any default preferences), and other information regarding your interactions with and use of the Digital Properties. For more information about cookies and other device data, please see *Cookies and Other Tracking Technologies*).
- f. **Geolocation**, including both **precise geolocation** (such as if you choose to provide access to your location when you interact with our mobile applications) and **non-precise geolocation data** (such as your location as derived from your IP address).
- g. **Audio, electronic, visual, or other sensory information**, such as photographs.
- h. **Professional or employment-related information**, such as job title; company or institutional affiliation; and other professional information.
- i. **Inferences** drawn from any of the information we collect about your preferences or behavior, such as to create profiles about your interests, assess the level of interest in our products and services based on frequency of visits and contact, and determine your preferred frequency for receiving offers.

3. How We Use Personal Data

We may use Personal Data for the following purposes:

- a. **To provide you products and services**, such as making our Digital Properties, products and services available to you, including to recognize returning visitors of our Digital Properties; registering, verifying, and maintaining your account with us; providing and delivering you the goods and services you request, including by delivering confirmations, account information, notifications, and similar operational communications; facilitating our sweepstakes, surveys, and contests in

- which you voluntarily participate; providing customer service; processing or fulfilling orders and transactions (including processing payments); verifying customer information and eligibility for certain programs or benefits; communicating with you (including soliciting feedback or responding to requests, complaints, and inquiries); and providing similar services or otherwise facilitating your relationship with us.
- b. **For our internal business purposes**, such as day-to-day operation of our business; maintaining internal business records, such as accounting, document management and similar activities; enforcing our policies and rules; management reporting; auditing; and IT security and administration.
 - c. **For our internal research and product improvement purposes**, such as reporting, tracking, and analytics; to improve the quality of our programs, events, and services; analyzing how visitors use and interact with our Digital Properties and their various features; improving your user experience on the Digital Properties; verifying or maintaining the quality or safety of our products or services; improving our products or services; designing new products and services; developing and improving algorithms, artificial intelligence or machine learning tools and models; evaluating the effectiveness of our advertising or marketing efforts; and debugging and repairing errors with our systems, networks, and equipment.
 - d. **For legal, safety or security reasons**, such as complying with legal, reporting, and similar requirements; investigating and responding to claims against us, our personnel, and our customers; for the establishment, exercise or defense of legal claims; protecting our, your, our customers', and other third parties' safety, property or rights; detecting, preventing, and responding to security incidents and health and safety issues (including managing spread of communicable diseases); and protecting against malicious, deceptive, fraudulent, or illegal activity.
 - e. **In connection with a corporate transaction**, such as if we acquire assets of another business, or sell or transfer all or a portion of our business or assets including through a sale in connection with bankruptcy and other forms of corporate change.
 - f. **For marketing and targeted advertising**, such as marketing our products or services or those of our affiliates, business partners, business customers, or other third parties, and sending you information about our entertainment offerings, events, services, programs, and other topics we believe will be of interest to you. For example, we may use Personal Data we collect to create profiles about your interests and personalize advertising to you (including by developing product, brand, or services audiences and identifying you across devices/sites); to analyze interactions with us or our Digital Properties; or to send you newsletters, surveys, questionnaires, promotions, or information about events. You can unsubscribe from our email marketing via the link in the email, by responding "STOP" to the text message, or by following the instructions in the *Your Rights and Choices* section below.

We may use anonymized, de-identified, or aggregated information for any purpose permitted by law, such as to assess, improve and develop our business, products and services, prepare benchmarking reports on our industry and for other research, marketing and analytics purposes.

4. How We Disclose Personal Data

We may disclose Personal Data to third parties, including the categories of recipients described below:

- a. **Our brands and affiliates**, including parent entities, corporate affiliates, subsidiaries, business units, and other companies that share common ownership, control, or management with us.
- b. **Leagues**, including the NBA, the NHL, the WNBA, the G-League, and the 2K League.
- c. **Service providers** that work on our behalf to provide the products and services you request or support our relationship with you, such as IT providers, internet service providers, web hosting

providers, data analytics providers, customer service and/or support providers, and companies that provide business support services, financial administration, or event organization.

- d. **Professional consultants**, such as accountants, lawyers, advisors, consultants, and audit firms.
- e. **Vendors necessary to complete transactions you request**, such as shipping companies and logistics providers.
- f. **Law enforcement, government agencies, and other recipients for legal, security, or safety purposes**, such as when we share information to comply with law or legal requirements, to enforce or apply our Terms of Service and other agreements or policies, and to protect our, our customers', or third parties' safety, property, or rights.
- g. **Other entities in connection with a corporate transaction**, such as if we acquire assets of another entity, or sell or transfer all or a portion of our business or assets including through a sale in connection with bankruptcy and other forms of corporate change.
- h. **Business partners** that may use Personal Data for their own purposes, such as:
 - Business customers on whose behalf we provide advertising services, including third-party partners that facilitate such advertising services;
 - Advertisers, ad platforms and networks, and social media platforms;
 - Third parties whose cookies and tracking tools we use as described in the *Cookies and Other Tracking Technologies* section below.
 - Commercial data partners to whom we make information available for their own marketing purposes; and
 - Partners who work with us on promotional opportunities, including co-branded products and services.

Where recipients use your Personal Data for their own purposes independently from us, we are not responsible for their privacy practices or personal data processing policies. You should consult the privacy notices of those third-party services for details on their practices.

- i. **The public**, such as when you have an opportunity to make comments regarding us or our products that we may share with the public, including comments on our blog posts and reviews on our product pages. Any Personal Data in comments, reviews, or other content that you share in public areas of our Digital Properties may be read, collected, or used by other users or the public.
- j. **Entities to which you have consented to the disclosure.**

5. Cookies and Other Tracking Technologies

Our Digital Properties and authorized third parties use cookies and other tracking technologies to collect information about you, your device, and how you interact with our Digital Properties. This section contains additional information about:

- The types of tracking technologies we use and the purposes for which we use them
- The types of information we collect using these technologies
- How we disclose or make information available to others
- Choices you may have regarding these technologies

a. Types of cookies and tracking technologies we use

We and the third parties that we authorize may use the following tracking technologies:

- Cookies, which are a type of technology that install a small amount of information on a user's computer or other device when they visit a website. Some cookies exist only during a single session and some are persistent over multiple sessions over time.
- Pixels, web beacons, and tags, which are types of code or transparent graphics. In addition to the uses described below, these technologies provide analytical information about the user experience and help us customize our marketing activities. In contrast to cookies, which are stored on a user's computer hard drive, pixels, web beacons, and tags are embedded invisibly on web pages.
- Session replay tools, which record your interactions with our Digital Properties, such as how you move throughout our Digital Properties and engage with our webforms. In addition to the uses described below, this information helps us improve our Digital Properties and identify and fix technical issues visitors may be having with our Digital Properties.
- Embedded scripts and SDKs, which allow us to build and integrate custom apps and experiences on our Digital Properties

b. Purposes for using these technologies

We and authorized third parties use these technologies for purposes including:

- **Personalization**, such as remembering language preferences and pages and products you have viewed in order to enhance and personalize your experience when you visit our Digital Properties;
- **Improving performance**, such as maintaining and improving the performance of our Digital Properties;
- **Analytics**, such as analyzing how our websites are used and tracking email response, forward, and view rates. For example, we use Google Analytics to help us improve the user experience. Google Analytics may use cookies and other tracking technologies to perform their services. To learn how Google Analytics collects and processes data, please visit: "How Google uses data when you use our partners' sites or apps" located at www.google.com/policies/privacy/partners;
- **Advertising**, such as conducting advertising and content personalization on our Digital Properties and those of third parties; creating and disclosing customer lists with third parties (such as Facebook and Twitter) to better target ads and content to you and others with similar interests; tracking activity over time and across properties to develop a profile of your interests and advertise to you based on those interests ("interest-based advertising"); providing you with offers and online content that may be of interest to you; and measuring the effectiveness of advertising campaigns and our communications with you, including identifying how and when you engage with one of our emails; and
- **Security**, such as preventing fraud and malicious behavior

c. Information collected

These tracking technologies collect data about you and your device, such as your IP address, location (both approximate and precise) cookie ID, device ID, Ad ID, operating system, browser used, browser history, search history, software and hardware attributes, phone model, phone operating system, platform-dependent information, requested document, referring URL, date and time of your visit, clickstream data (e.g. about the pages you view, links you click and date and time stamps for your activities on our Websites), the IP address associated with your transactions in the system, and information about your viewing history on our video-on-demand or streaming platforms, interactions with our emails, and information about how you interact with our Digital Properties (such as pages on our Digital Properties that you have viewed).

d. Disclosures of your information

We may disclose information to third parties or allow third parties to directly collect information using these technologies on our Digital Properties, such as social media companies, advertising networks, companies that provide analytics including ad tracking and reporting, security providers, and others that help us operate our business and Digital Properties.

e. Your choices

Some of the third parties we work with participate with the Digital Advertising Alliance ("DAA") and Network Advertising Initiative ("NAI"). The DAA and NAI provide mechanisms for you to opt out of interest-based advertising performed by participating members at <http://www.aboutads.info/choices/> and <https://optout.networkadvertising.org/>.

You can also refuse or delete cookies using your browser settings. If you refuse or delete cookies, some of our Digital Properties' functionality may be impaired. Please refer to your browser's Help instructions to learn more about how to manage cookies and the use of other tracking technologies. If you change computers, devices, or browsers; use multiple computers, devices, or browsers; or delete your cookies, you may need to repeat this process for each computer, device, or browser. Opting out of interest-based advertising will not opt you out of all advertising, but rather only interest-based advertising from us or our agents or representatives.

Some browsers have incorporated Do Not Track ("DNT") preferences. At this time, we do not honor Do Not Track signals.

6. Data Security and Data Retention

Although we maintain reasonable security safeguards, no security measures or communications over the Internet can be 100% secure, and we cannot guarantee the security of your information.

Your Personal Data will be retained as long as necessary to fulfill the purposes we have outlined above, for our legitimate business purposes, or as required by law.

7. Children's Privacy

Our Digital Properties are intended for individuals 18 years of age and older. The Digital Properties are not directed at, marketed to, nor intended for, children under 13 years of age. As a general rule, we do not knowingly collect any information, including Personal Data, from children under 13 years of age. If you believe that we have inadvertently collected Personal Data from a child under the age of 13, please contact us at the address in the *Contact Information* section below, and we will take prompt steps to delete the information.

8. External Links

Our Digital Properties may contain links to external sites or other online services that we do not control, including those embedded in third party advertisements or sponsor information. We are not responsible for the privacy practices or data collection policies of such third-party services. You should consult the privacy notices of those third-party services for details on their practices.

9. Your Rights and Choices

Email Opt-Out

If you no longer want to receive promotional communications from us, please visit our Email Preferences page. Promotional emails will also contain instructions for opting out of future issues of that type of communication. If you unsubscribe from our promotional communications, you will still receive administrative messages from us.

Text Message Opt-Out

If you no longer want to receive text message communications from us, you can opt-out by responding "STOP" to the text message.

Mobile Applications

You can manage your preferences for push notifications, and access to your device location, camera, photos, and contacts by our Apps, through the device settings of your mobile device. In some cases, you may not be able to use certain features of the Apps if you decline certain permissions. For example, you must permit the Apps to access your device's camera or saved photos in order to use certain features such as a scan QR code feature.

10. Contact Information

If you have questions regarding this Privacy Notice, please contact us at:

Monumental Sports & Entertainment
Attention: Privacy/Legal
601 F Street NW Washington, DC 20004

Phone (Local): (202) 628 3200

Phone (TF): (844) 573 6533

Email us at privacy@monumentalsports.com

(please include “Attn: Privacy/Legal” in the subject line)

11. Supplemental U.S. State Privacy Disclosures

a. Data Subject Rights

If you live in Virginia or certain other states that have adopted generally applicable privacy laws, you may have certain rights regarding Personal Data:

- **Right to Know.** You may have the right to request information about the categories of Personal Data we have collected about you, the categories of sources from which we collected the Personal Data, the purposes for collecting, selling, or sharing the Personal Data, and to whom we have disclosed your Personal Data and why. You may also request the specific pieces of Personal Data we have collected about you.
- **Right to Delete.** You may have the right to request that we delete Personal Data that we have collected from you.
- **Right to Correct.** You may have the right to request that we correct inaccurate Personal Data that we maintain about you.
- **Right to Opt Out of Sales and Sharing for Targeted Advertising.** You may have the right to opt out of the sale of your Personal Data or the sharing of your Personal Data for targeted advertising.

You may exercise the rights available to you via our [Data Privacy Request Portal](#), or by calling us at (844) 573 6533 (toll free).

In order to fully exercise the Right to Opt Out of Sales and Sharing for Targeted Advertising, you must undertake both of the following steps:

- Disable the use of cookies and other tracking technologies used for advertising by navigating to the Privacy Preference Center found on the relevant platform, and following the instructions found there, depending on the platform. You must complete this step on each of our websites, platforms, and mobile apps from each browser and on each device that you use.
- Visit the [Data Privacy Request Portal](#) and submit a request to opt out of sale using your email address.

We will not discriminate against you for exercising your privacy rights.

Nevada residents: Individuals may contact us at privacy@monumentalsports.com to inquire about your right to opt out of the sale of your Personal Information.

Verification: In order to process rights requests, we may need to obtain information to locate you in our records or verify your identity depending on the nature of the request. In most cases we will collect some or all of the following data elements: first and last name, email address, and telephone number. In some cases, we may request different

or additional information, including a signed declaration that you are who you say you are. We will inform you if we need such information.

Authorized Agents: Authorized agents may exercise rights on behalf of an individual by submitting a request via our [Data Privacy Request Portal](#) and indicating that they are submitting the request as an agent. We may require the agent to demonstrate authority to act on behalf of the individual by providing signed permission from the individual. We may also require you to verify your own identity directly with us or to directly confirm with us that the individual provided the authorized agent permission to submit the request.

Appeal: If we deny your rights request, you may have the right to appeal. To submit an appeal, contact us at privacy@monumentalsports.com.