

May 12, 2020

Thank you for visiting adventhealthchampionship.com, a general audience site. adventhealthchampionship.com is operated by Bruno Event Team, LLC DBA AdventHealth Championship, (“ADVENTHEALTH CHAMPIONSHIP”) (sometimes referred to herein as “we”, “our”, or “us”). This Privacy Policy is applicable to the adventhealthchampionship.com website (the “Site”).

Your privacy is important to us. To better protect your privacy, we provide this policy explaining our online information practices and the choices you can make about the way your information is collected and used. Please be advised that the practices described in this Privacy Policy apply only to information gathered through and in connection with the Site and do not necessarily reflect practices for other sites whose links may be referenced on this Site, but which do not post a link to this Privacy Policy.

ADVENTHEALTH CHAMPIONSHIP encourages parents and guardians to spend time with their children online, and to be fully familiar with the sites visited by the children in their care, including the Site. The Site is not intended for use by people under the age of thirteen (13). Subscribers under the age of eighteen (18) should not participate in contests or sweepstakes or other promotional opportunities on the Site, nor should they post information to the Site without a parent or guardian’s consent.

1. THE INFORMATION WE COLLECT.

(a) Your Personal Information. On the Site, you may be able to subscribe to one of our services such as our online newsletters or contact us. In the course of these various offerings, we often seek to collect various forms of personal information from you. Examples of the types of personally identifiable information that may be collected at these pages include:

- Contact information (e.g., name, address, e-mail address, telephone number)
- Username & password
- Age, gender and other demographic information
- Information about your interests in and use of various products, programs and services
- Geo-location
- Financial information such as credit card number
- Details of how you heard about the Site

If functionality is available, registering a profile or participation in surveys or contests is completely voluntary. Therefore, you have a choice whether or not to disclose this information. Where this information is required for participation and you choose to participate, you hereby give consent for the collection of personal information.

When you visit our Site, we, our service providers, advertisers and partners may automatically collect various types of information about your device and your internet activity. A representative list of this type of information that we may collect include:

- IP address and type of browser you are using (e.g., Firefox, Internet Explorer)
- Type of operating system you are using, (e.g., Microsoft Windows or Mac OS)
- Internet service provider (e.g., Comcast, Verizon or AT&T)
- Web pages/Sites you have visited
- Type of mobile device used to view the Site & device identifier location information
- Site content you have accessed & the advertisements you have been shown and/or clicked on

We store this data in log files that **do not** directly identify individual users. We use this information, to analyze trends, to administer the site, to track users' movements around the Site and to gather demographic information about our user base as a whole.

(b) Others' Personal Information. You may also be able to submit information about other people. For example, you might submit a person's e-mail address to sign them up for newsletters. Examples of the types of personally identifiable information that may be collected about other people at these pages include: recipient's name, address, e-mail address, and telephone number. We may use this information to provide the service you requested, and the person may contact us if they no longer want us to use his or her information.

2. HOW WE USE THE INFORMATION.

(a) Use of Your Information. We may use the information we collect for various purposes, which are either based on: (i) your consent (which can be withdrawn at any time), (ii) in order for us to fulfill a contractual obligation or agreement with you, (iii) it is based on our legitimate interests (and your interests and fundamental rights do not override those interests), or (iv) to comply with legal obligation. Examples include:

- Fulfilling your requests for our products, programs, and services: We use your information in this way on the basis that it is necessary for us to perform our agreement with you;
- Responding to your inquiries about our offerings and offering you other products, programs or services that we believe may be of interest to you; We use your information in this way on the basis that it is necessary for our legitimate interests to respond to you and to provide you with offers based on our past experience with each other;
- Notifying you when you have won one of our contests: We use your information in this way on the basis that it is necessary for us to perform our agreement with you (i.e. the terms and conditions of the contest) and in order to comply with a legal obligation;

- Enforcing the legal terms that govern your use of our Site: We use your information in this way in order to comply with a legal obligation;
- Contacting you about your account with us: We use your information in this way on the basis that it is necessary for our legitimate interests in protecting the Site and services we provide;
- Targeted advertising based on your interests: We give you the option of providing opt-in consent to receive different kinds of direct marketing communications from us or these third parties or deciding not to do so. You may also receive targeted advertisements based on your interests, to opt out of these services see Section 5 (c) of this policy; and
- For other purposes for which you provided the information: We use your information in this way on the basis of your consent.

There are additional areas where your information allows for deeper connections for you and our community as well as provide us more insight about our products and services. These include:

Surveys & Polls: We use this information to learn more about specific users and the user experience on the site as well as attending our events. We may use a third-party service provider to conduct these surveys or polls; that company will be prohibited from using our users' personal information for any other purpose. The use of your information in this way is on the basis of your consent.

We use the non-personally identifiable information that we collect to improve the design and content of our Sites, to deliver more relevant marketing messages and advertisements and to enable us to personalize your Internet experience. We also may use this information to analyze usage of our Sites, as well as to offer you products, programs, or services.

(b) Use of Information about Others. We may use the information that you provide about others to enable us to send them your gifts or cards or emails you may wish to send them from our sites, and for such other purposes as may be stated at the point where the information is collected.

(c) Limitation on Use of Information. We collect data for only purposes that are necessary, required or will enhance the user experience. Your personal information will only be retained for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

3. INFORMATION SHARING AND DISCLOSURE.

(a) Legal Process. We may disclose personally identifiable information when legally obligated, such as in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request, or when we believe it is necessary to investigate, prevent, or take action regarding illegal activities,

suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, to verify or enforce compliance with the policies governing our sites and applicable laws, or as otherwise required or permitted by law or consistent with legal requirements

(b) Business Transfer. We may transfer personally identifiable information about you if we, or one of our business units, are acquired by, sold to, merged with or otherwise transferred to another entity

(c) Services Providers. We may also disclose your personally identifiable information to our affiliates, agents and contractors who are involved in assisting us with any of the activities identified in this Privacy Policy, but we will require them to protect this information in a manner that is consistent with this Privacy Policy and they are not authorized to use the information for any purpose other than to carry out the services they are performing for us.

(d) Certain Third Parties. If we desire to share your personally identifiable information with third parties that want to market products or services to you and whose practices are not covered by this Privacy Policy (e.g., other marketers, magazine publishers, retailers, participatory databases, and non-profit organizations), we will ask for your permission either at the point of submission of your personally identifiable information or prior to any such disclosure. We will share your personally identifiable information with third parties only in the ways that are described in this Privacy Policy or as permitted in your consent.

Additionally, if you have signed up to receive our e-mails and prefer not to receive marketing information from the Site, follow the “unsubscribe” instructions provided on any marketing e-mail you receive from this Site. To provide visitors with additional or more relevant product and service opportunities, we may share non-personally identifiable information with third parties.

We may share your geo-location data with third parties for the purpose of them serving you ads for places or things in your area. You may opt out of location-based services at any time by editing your settings at the device level.

4. COOKIES & WEB BEACONS.

(a) Cookies and Their Function. To enhance your online experience, we use “cookies” or similar technologies. Cookies are text files placed in your computer’s browser to store your preferences. Cookies do not contain personally identifiable information; however, once you choose to furnish a site with personally identifiable information, this information may be linked to the data stored in the cookie.

We use cookies to understand Site and Internet usage and to improve or customize the content, offerings or advertisements on our sites. For example, we may use cookies to personalize your experience at our Sites (e.g., to recognize you by name when you return to a Site), save your password in password-protected areas, and enable you to use shopping carts on our sites. We also may use cookies to help us offer you products, programs, or services that may be of interest to you and to deliver relevant advertising.

(b) Flash Cookies. The Adobe Flash Player is an application and web tool that allows rapid development of highly dynamic content. Our Sites may employ locally stored

objects (sometimes referred to as “Flash cookies”) in certain situations where we use Flash to provide special content such as video on demand, video clips or animation. Flash (and similar applications) uses this technology to remember settings, preferences and usage similar to browser cookies but Flash cookies are not managed through your web browser. You can access your Flash management tools from Adobe’s website [directly](#).

(c) Web Beacons. We, our third-party service providers, or our partners may also use “web beacons” or clear .gifs, tags and scripts, or similar technologies, which are small pieces of code placed on a web page, to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons may be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We, our third-party service providers, and our partners, with our permission, may share this data with third parties for purposes of third parties offering targeted advertisements and other marketing to you.

(d) Privacy Preferences. You can change your privacy preferences regarding the use of cookies and similar technologies through your browser. You may set your browser to accept all cookies, block certain cookies, require your consent before a cookie is placed in your browser, or block all cookies. Blocking all cookies will affect your online experience and may prevent you from enjoying the full features offered on the Sites. Please consult the “Help” section of your browser for more information.

(e) Do Not Track. We do not respond to Do Not Track signals at this time. However, in respect of our users’ right to privacy, we provide the option to block cookies as outlined in Section 4(d) above.

5. COLLECTION OF INFORMATION BY THIRD-PARTY SITES, AD SERVERS, AND SPONSORS.

Some of our sites contain links to or integrations with other sites such as Facebook, Twitter, Google, LinkedIn, etc., whose information practices may be different than ours. Visitors should consult the other sites’ privacy notices as we have no control over information that is submitted to, or collected by, these third parties.

(a) Our Sponsors. The Sites covered by this Privacy Policy may offer content (e.g., contests, sweepstakes, promotions, games, applications, or social network integrations) that is sponsored by or co-branded with identified third parties. By virtue of these relationships, the third parties may wish to obtain personally identifiable information that visitors voluntarily submit to participate in the Site activity. At the time of requesting personally identifiable information, we will request your consent to such third parties also obtaining your personally identifiable information. Thereafter, we have no control over these third parties’ use of this information.

(b) Data Analytics. We also use the services of reputable third parties to provide us with data collection, reporting, ad response measurement, and site analytics, as well as to assist with delivery of relevant marketing messages and advertisements. These third parties may view, edit or set their own cookies. We, our third-party service providers, advertisers and/or partners may also place web beacons for these third parties. The use

of these technologies by these third parties is subject to their own privacy policies and is not covered by this Privacy Policy.

6. INTERNATIONAL TRANSFER.

The Sites operate globally so it is necessary to transfer your information internationally. In particular, your information will likely be transferred to and processed in the United States where many of our central databases operate. The data protection and other laws of other countries may not be as comprehensive as those in your country. Please be assured that we take reasonable steps to ensure that your privacy is protected. By using this Site, you consent to your information being collected, used and transferred as set forth in this Privacy Policy.

7. OUR COMMITMENT TO SECURITY.

The security of your personally identifiable information is important to us. We have put in place reasonable physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, to maintain data security, and to use correctly the information we collect online. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on the Sites, you can contact us at admin@adventhealthchampionship.com.

8. HOW YOU CAN ACCESS OR CORRECT INFORMATION.

Access to personally identifiable information that is collected from our Site and that we maintain may be available to you. For example, if you created a password-protected account within our site, you can access that account to review the information you provided.

You may also send an e-mail or letter to the following e-mail or street address requesting access to, deletion of, correction of or transfer of your personally identifiable information. For verification purposes please include your first name, last name, and e-mail address you use for such service. We will endeavor to respond to your request to access within 30 days.

AdventHealth Championship
777 W. Burning Tree Dr.
Kansas City, MO 64145
email: admin@adventhealthchampionship.com

9. HOW TO CONTACT US.

If you have any questions or concerns about the online Privacy Policy for this Site or its implementation you may contact us at admin@adventhealthchampionship.com.

10. UPDATES & EFFECTIVE DATE.

From time to time, we may update this Privacy Policy. We will notify you about material changes in the way we treat personally identifiable information by placing a notice on our Site prior to making changes. We encourage you to periodically check back and

review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it.