

Homefield Privacy Notice

Last Updated/Effective Date: March 1, 2024

BHM Sports, LLC, HFS KCK Holdings, LLC, and their affiliates (“**Homefield**,” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Notice describes the processing of Personal Information (defined below) that is provided, collected, or disclosed in the course of providing our recreational and event hosting services (“**Services**”) at our facility locations (“**Facilities**”), and on our website that links to this Privacy Notice (“**Site**”).

1. Personal Information We Collect

In the course of providing our Site and Services, we may collect information that identifies, relates to, describes, or is reasonably capable of being associated with you (“**Personal Information**”), including information such as name, email address, phone number, age, and date of birth. If you visit our Site, we may set cookies on your device to help us operate our Site, and these cookies may collect a limited amount of information related to your use of the Site.

2. How We Collect Personal Information

We collect Personal Information provided directly to us, for example, if you inquire about hosting an event or renting space at our Facilities, send us a message on our Site, or sign up to participate in clubs or tournaments. We also set cookies on our Site which collects a limited amount of Personal Information regarding your Site usage.

3. How We Use Personal Information

To the extent permitted by applicable law, we use Personal Information:

- *To provide our Services*, such as signing participants up for clubs and tournaments and managing rental reservations at our Facilities.
- *For internal development*, such as improving the quality of our Site.
- *For communicating with you*, such as responding to your inquiries.
- *For legal, security, or safety reasons*, such as protecting our and our players’ safety, property, or rights; complying with legal requirements; enforcing our terms, conditions, and policies; detecting, preventing, and responding to security incidents; and protecting against malicious, deceptive, fraudulent, or illegal activity.
- *As part of a corporate transaction*, such as in connection with the sale of part or all of our assets or business, the acquisition of part or all of another business or another business’ assets, or another corporate transaction, including bankruptcy.

4. How We Disclose Personal Information

We may disclose your Personal Information in the following circumstances:

- *Service Providers* – We disclose your Personal Information with third party service providers as necessary to enable them to support our Site, Services, or other aspects of our business.

- *Affiliates and Subsidiaries* – We may disclose your information to the Homefield family of companies for their and our business purposes and for marketing purposes, including to provide you information about the Services we think may interest you.
- *Legal Obligation or Safety Reasons* – We may disclose Personal Information to a third party when we have a good faith belief that such disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of any agreement you have with us, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of Homefield, its employees and players, or the public against harm.
- *Merger or Change of Control* – We may disclose Personal Information to third parties as necessary if we are involved in a merger, acquisition, or any other transaction involving a change of control in our business, including but not limited to, a bankruptcy or similar proceeding. Where legally required, we will give you prior notice prior to such disclosure.

5. Cookies on our Site

We may use cookies to help us operate our Site. Most browsers provide you with the ability to block, delete, or disable cookies. If you choose to reject cookies, some features of our Site may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings. We do not respond to Do Not Track (“DNT”) signals sent to us by your browser at this time.

6. Live Stream Recordings

We engage third party service providers to live stream certain games and tournaments at our Facilities so we can make these recorded events available to parents and other spectators. If you participate in any games, tournaments, or other events at our Facilities, you may be recorded. You may be required to sign up and create an account with these service providers to gain access to any recorded footage.

7. How Long We Keep Your Personal Information

We will retain Personal Information for as long as necessary to fulfill the purposes described in this Privacy Notice, unless otherwise required by applicable laws. Criteria we will use to determine how long we will retain Personal Information include whether we need Personal Information to provide our Services; we continue to have a relationship with you; you have requested information from us; we have a legal right or obligation to continue to retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your Personal Information; or we have another business purpose for retaining your Personal Information.

8. How We Protect Personal Information

We use commercially reasonable efforts to protect the confidentiality and security of Personal Information. However, despite these efforts to store Personal Information in a secure environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems.

9. International Use of our Site

Our Site is hosted in the United States. If you are visiting our Site from outside of the United States, please note that by providing your Personal Information, it is being transferred to, stored, collected, or processed in the United States, where our servers are located and operated.

10. Children's Privacy

We do not knowingly collect or solicit any Personal Information from children under the age of 13 through our Site without verified written parental consent. In the event that we learn that we have collected Personal Information from a child under the age of 13, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at info@homefieldkc.com.

11. Links to Third-Party Websites

We are not responsible for the practices employed by any websites or services linked to or from our Site, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be handled in accordance with the applicable third party's privacy notice.

12. Marketing Emails

To opt out of marketing emails, please email us at info@homefieldkc.com or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law.

13. Changes to this Privacy Notice

Please note that we may modify or update this Privacy Notice from time to time, so please review it periodically. We will provide you notice if material changes are made. Unless otherwise indicated, any changes to this Privacy Notice will apply immediately upon posting to our Site.

14. Contact Us

If you have any questions about our practices or this Privacy Notice, please contact us at info@homefieldkc.com.