

Dark Horse Betting LLC

PRIVACY POLICY

Dark Horse Betting, (LLC)., a **Connecticut** limited liability company and its parents, subsidiaries, affiliates, agents, representatives, consultants, employees, officers, and directors (“Dark Horse Betting”, “we”, “us” or “our”), are providing this Privacy Policy to our users. This Privacy Policy describes the privacy practices for our services and applies solely to the Personal Information that we collect and use relating to consumers and users. This Privacy Policy advises as to what information we collect, how it is collected, how we will use it in furtherance of providing exceptional services and how we share the information. To the extent permitted by applicable law, by using our services and providing us with Personal Information (defined below) you agree to the practices described in this Privacy Policy.

1. Scope of Privacy Policy. This Privacy Policy describes how Dark Horse Betting, (LLC) and collect, use, and disclose information about visitors and users (individually, “you”, collectively, “users”) of our websites, mobile applications, and other online features, products, sweepstakes, and services that link to this Privacy Policy (each a “Service” or collectively, “our Services”).

2. Acceptance of Privacy Policy. By accessing and using our Services, you signify acceptance to the terms of this Privacy Policy. Where we require your consent to process your personal information, we will ask for your consent to the collection, use, and disclosure of your personal information as described further below. If you do not agree with or you are not comfortable with any aspect of this Privacy Policy, you should immediately discontinue access or use of our Services.

3. Information We Collect. To access our Services, we will ask you to provide us with some important information about yourself. This information is either required by law, necessary to provide the requested Service, or is relevant for certain specified purposes. As we add new features and Services, you may be asked to provide additional information. If you choose not to share certain information with us, we may not be able to serve you as effectively or offer you our Services. Any information you provide to us that is not required is voluntary.

We may collect the following types of information from you:

A) Personal Identifiers:

- (i) Date of Birth;
- (ii) Name;
- (iii) Demographic Information;
- (iv) Shipping Address
- (iv) Contact Information; and
- (v) Username

B) Commercial Information:

- (i) Payment Information;
- (ii) Shipping Address; and
- (iii) Any other Personal Information you volunteer, including in the order notes, in relation to a promotion (including contests, sweepstakes, offers, and rebates) or survey, or on any of our community forums, social media offerings or blogs.

C) Device Identifiers:

- (i) IP address;
- (ii) Device identifier;
- (iii) Browser type;
- (iv) Any search terms entered on or through our Services;
- (v) General location data based on your Device Information;
- (vi) Usage patterns and page views within our Services; and
- (vii) Cookies.

4. How We Use Your Information: We use the Personal Information that we collect to personalize, maintain, and improve the services we provide. This includes:

- Develop new products and Services;
- Provide, improve, expand, and promote our Services;
- Provide customer support;
- Find and prevent fraud;
- Respond to or follow-up on your comments, inquiries, or other requests;
- Communicate with you about your account or use of our Services;
- Communicate with a participant in any promotional event;
- Investigate and respond to issues that may arise, including but not limited to, disputes with our service and requests from government authorities.

5. How We Share Your Information: We do not share your information with third parties unless we are compelled by any applicable legal authority or as part of any business purpose set forth below. All information is retained by us and is strictly held by us and not shared with anyone else, subject to:

- a. **Legal:** We may share your information when we have a reasonable belief that disclosure is necessary to comply with local, state, and federal laws, regulations, statutes, legal process, or requests from any local, state, or federal law enforcement or regulatory authorities, to prevent, investigate, detect or otherwise handle fraud, security or technical issues with our service and/or to protect the property, safety or individual rights of any person, the public or Dark Horse Betting; and
- b. **Business Purposes:** We may share your information in connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company. We may also share your information between and among Dark Horse Sports Club, and its current and future

parents, affiliates, subsidiaries, and other companies under common control and ownership.

6. Posts to Social Media. We may from time to time request you post comments and images from your social media account(s) (including, but not limited to, Instagram, Twitter and Facebook) with certain hashtags. In certain instances, if you add those hashtags to your image, depending upon your social media privacy settings, the image may be redisplayed on our Services. While you retain ownership of the image, using the hashtags we request gives us permission to display and re-display the image. The image may contain information about you, and we may collect and use that information for marketing and research purposes. If you do not want your image posted on our Services, please do not use our requested hashtags. In addition, we may receive certain categories of Personal Information listed above from sources other than you, specifically from third-party applications (including, but not limited to, Instagram, Twitter and Facebook) that you use in conjunction with this Service (e.g., for age-gating purposes), as well as from our other brands, affiliates, subsidiaries, business partners, and third-party data providers, which we may combine with the information you have provided for the purposes described in this Privacy Policy.

7. Information from Minors. We do not knowingly collect information from individuals under the age of eighteen (18), children or minors. If we have actual knowledge that information about a child has been collected, we will take the appropriate steps to delete the information.

8. Security. We are committed to safeguarding and protecting the data and information that is stored and utilized by us. We employ administrative, physical, and technical measures designed to safeguard and protect information under our control from unauthorized access, use, and disclosure. We will take good faith precautions to attempt to ensure that your data is protected to a reasonable extent. However, no security measures can be 100% secure and we cannot guarantee that your data is not 100% protected. We will make any legally required notifications of any breach of the security, confidentiality, or integrity of your Personal Information. To the extent permitted by applicable laws, we will make such notifications to you in the most expedient time possible and without unreasonable delay, insofar as consistent with (i) the legitimate needs of law enforcement or (ii) any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system. No method of transmission over the Internet, or method of electronic storage is 100% secure, so we unfortunately cannot guarantee absolute security. If you have reason to believe that your interaction with us is no longer secure (e.g., if you feel that the security of any account you might have with us has been compromised), please contact us immediately

9. Changes in this Policy. We may need to update this policy to further adapt to the changing environment for the services we provide. If we require making any material changes to this policy, we will notify you via one of the contact methods from the information you have provided us. To the greatest extent permitted by applicable law, your use of our services subsequent to our posting of such notice of change to this policy shall be your consent to the updates. We strongly encourage you to consistently review this policy for the latest information on our privacy practices.

10. California Consumer Privacy Act. In addition to the rights provided for above, if you are a California resident, you have the right to request information from us regarding whether we share certain categories of your personal information with third parties for the third parties' direct marketing purposes. We adhere to the California Consumer Privacy Act of 2018 (“CCPA”) and understand that California residents have certain rights in relation to their personal information, subject to limited exceptions.

11. Third-Party Links. Our Services may contain links to other websites or services that are not owned or controlled by us, including but not limited to links to websites of our advertisers, sponsors, and partners. This Privacy Policy only applies to information collected by our Services. We have no control over these third-party websites, and your use of third-party websites and features are subject to privacy policies posted on those websites. We are not responsible or liable for the privacy or business practices of any third-party websites linked to our Services. Your use of third parties’ websites linked to our Services is at your own risk.

12. Cookies. In some cases, we may use cookies and similar technologies to collect personal information, or information that becomes personal information if we combine it with other information. A cookie is a small text file saved on your device or browser. Some of these cookies are necessary for the functioning of our Services (known as “Strictly Necessary” cookies), while others are not (known as “Non-Essential” cookies). Some cookies (known as “persistent cookies”) will remain on your device until you delete them, while others (known as “session cookies”) are automatically erased when you exit your Internet browser.

You can set your device or browser to accept or reject most cookies, or to notify you in most situations that a cookie is offered so that you can decide whether to accept it. Where required by law, we collect your consent for the use of such technologies.

13. Contact. If you have questions or concerns regarding this Privacy Policy, or if you have a complaint, please contact us at **Erik@darkhorsesportsclub.com**