

# Privacy Policy

Your privacy is important to us. This Privacy Policy governs the practices of [The El Paso Rhinos] and its affiliates. The El Paso Rhinos is committed to undertaking reasonable measures to protect the privacy and security of all of the personal information that is provided to us. Please read the following description of our policies and practices regarding your personal information.

## Collection of Personal Information

- The El Paso Rhinos and their agents and representatives collect personal information in a number of circumstances. For example, when you visit elpasorhinos.com, we may collect personal information from you such as name, home address, e-mail address, age, favorite El Paso Rhinos players, purchase history, products used or searched for, phone number used to call customer service and credit card information for purposes such as events and contests; registrations for our newsletter, video highlights and video offerings, chat room and bulletin board; and participation in other promotions and interactive online activities. We may collect personal information with your consent or as required or permitted by law.

## Use and Disclosure of Personal Information

- We may use your personal information such as your name, home address and e-mail address to send marketing communications to you. We may use other personal information you provide, such as your favorite player, to send you particular communications that we believe will be of interest to you. We may also share personal information amongst the El Paso Rhinos for this same purpose. While most of our fans appreciate receiving marketing communications and having their personal information available to us, we respect the right of each fan to control how his or her personal information is used. If you do not wish to receive marketing communications from us, you can opt out when the personal information is collected or by following the opt out instructions contained in the marketing communications you receive from us.

- We may also use your personal information such as your name, home address and e-mail address to send you offers from our marketing partners and other business partners, and we may share such personal information with certain of these partners so that they may send you offers directly, if you have opted to receive information from such partners.

- If you have opted not to receive communications from us, we may share that information with third parties who send communications relating to our products or services to ensure that you do not receive those communications.

- Personal information may be used or disclosed among the El Paso Rhinos for internal audit, management, billing or administrative purposes.

- We do provide personal information to agents who perform services for us or supply goods (such as fulfillment companies). These agents are contractually prohibited from using the personal information for any purposes other than as directed by the El Paso Rhinos, subject to requirements in relevant jurisdictions, including foreign jurisdictions, applicable to those organizations. For example, we may employ other companies and individuals to perform functions on our behalf. We may also employ other companies (including Market Researchers) and individuals to perform functions such as fulfilling orders, customizing products, delivering packages, sending postal mail and e-mail, analyzing data, providing marketing assistance, performing credit checks and approvals, detecting fraudulent orders, processing credit card payments, collecting on delinquent accounts and providing customer service, and we may share your personal information with these companies and individuals. In addition, we may use information automatically collected from you, including the telephone number used to call customer service and information collected through cookies, for uses such as customer service and detection of fraudulent orders.

- We may also use aggregated, non personally identifying information collected from you to improve our marketing and promotional efforts, to analyze site usage, improve our content and product offerings, generally to improve the website and better tailor it to meet your needs, and other business purposes.

- Personal information may be used by the El Paso Rhinos and disclosed to parties connected with the contemplated or actual financing, securitization, insuring, sale, assignment or other disposal of all or part of the El Paso Rhinos or our activities or assets, including for the purpose of permitting such parties to determine whether to proceed or continue with such transaction and to fulfill reporting, inspection or audit requirements or obligations to such parties. In the event that all or part of the El Paso Rhinos or our activities or assets is sold, assigned or otherwise disposed of, personal

information we have collected will be used and disclosed by such parties for substantially the same purposes as described in this statement.

- We also use personal information for: maintaining records for reasonable periods, and generally managing and administering our activities; meeting legal, regulatory, insurance, security and processing requirements; and otherwise with consent or as permitted or required by law.

- The El Paso Rhinos may otherwise disclose personal information as necessary to meet legal, regulatory, insurance, audit and security requirements, with your consent, or as permitted or required by law.

### **Cookies and web sites**

- From time to time, we may place a "cookie" on your computer. Our third party service providers and ad servers may use cookies as well. A cookie is a file written to your computer's hard drive that records certain technical information about your Internet usage, such as your IP address, computer and connection information such as browser type and version, operating system and platform and domain name. If you submit personal information to our web site (such as your name, interests or preferences), we may use cookies to keep track of such information so that you will not need to reenter this information during subsequent visits. We use cookies to enable features such as contest administration and for other internal site administration purposes. In addition, our ad servers may use non-personally identifiable information about your visits to this and other web sites to customize delivery of advertisements to this and other web sites. You may set your Internet browser preferences to notify you when you receive a cookie or decline acceptance of cookies. If you decline acceptance of cookies, however, you may experience less than optimal performance of our web site.

- Web servers operated by us, and by third party service providers and advertisers, may automatically collect non-personal information about which pages you visit, as well as your IP address or domain name. We may use this information for various purposes, such as tailoring our web site content, targeting promotional messages, and assessing the amount of traffic to various parts of our web site. We may also provide this information on an aggregated, anonymous basis to our marketing partners and/or advertisers.

### **Consent**

- Consent may be given by your authorized representative (such as a legal guardian or a person having a power of attorney). When you voluntarily provide us with your personal information, we assume you consent to its collection, use and disclosure in accordance with this Privacy Policy and as described at the time of collection, subject to any uses and disclosures you have opted not to participate in. In some circumstances, we may expressly request your consent to the collection, use or disclosure of your personal information or provide you with an opportunity to opt out of certain uses or disclosures of your personal information. In some limited circumstances where permitted or required by law, we may collect, use or disclose your personal information without your consent, for example, to collect a debt that you owe to us, to comply with a court order or to comply with local or federal regulations or a legally permitted inquiry by a government agency. You may withdraw your consent to our collection, use and disclosure of personal information at any time, subject to contractual and legal restrictions and reasonable notice. Note that if you withdraw your consent to certain uses of your personal information, we may no longer be able to provide certain of our products or services.

### **Security**

- We have adopted reasonable security measures, appropriate to the sensitivity of the personal information, against unauthorized access, disclosure, loss or destruction of personal information. These measures may include technological, physical and organizational methods of security.

### **Access, Correction and Contacting Us**

- Only authorized employees and agents of the El Paso Rhinos who need access to your personal information in the course of their duties will have access to the information.

- If you have any comments, complaints or questions about our privacy or security practices or about your information that is in our possession/control, including its accuracy or integrity, or if you wish to change your preferences as to how we use the information, please send an e-mail to [info@elpasorhinos.com](mailto:info@elpasorhinos.com).

- Please note that the elpasorhinos.com website contains links to websites that are not operated by the El Paso Rhinos. We are not responsible for the privacy practices or the content of such websites, and we recommend that you view the privacy policy posted on each site that you use to confirm that the site's policies are acceptable to you.

### **Your Texas Privacy Rights**

- Pursuant to Texas law, certain customers who are Texas residents have a right to prevent disclosure to third parties for their direct marketing purposes of the customer's personal information that he/she provided to us.

### **Changes to Privacy Policy**

- The El Paso Rhinos reserve the right to modify this Statement at any time. If this Statement is modified, we will post the modified Statement and the date of the modification on this website. Please review this Statement from time to time to ensure your familiarity with its terms. Your continued use of the elpasorhinos.com website constitutes your acceptance of the terms of this Statement, as amended from time to time. This Statement relates to all on-line and off-line activities of the El Paso Rhinos.

### **Children's Privacy Policy (users under 13 years old)**

- We take our responsibilities to our younger visitors seriously. It is the intention of El Paso Rhinos to fully comply with the requirements of the Children's Online Privacy Protection Act and not to knowingly collect information of children under the age of 13.

Ver 8/22/2016