



Updated [2023 May 16] (“Effective Date”)

## **iRACING PRIVACY POLICY**

Welcome to iRacing.com! iRacing.com values your privacy.

iRacing.com understands that you may wish to know how we collect and use information about users of the Service (as defined below). Toward this end, this Privacy Policy generally describes our practices with respect to the collection, use and maintenance of user information. Specifically, this Privacy Policy relates to information collected by iRacing.com Motorsport Simulations, LLC (along with each of iRacing.com Motorsport Simulations, LLC’s Corporate Affiliates (as defined below), collectively, “iRacing.com” or “we” or “us” or “our”) through your use of: the iRacing.com motorsport simulation experience (the “Sim”); the Service; and the following websites: <https://www.iracing.com/>, <https://orontesgames.com/>, <http://mgiracing.com/>, <https://www.tonystewartgame.com/>, <https://worldofoutlawsgame.com/>, and any subdomains of any of the foregoing websites, and together with associated and successor websites, applications, features, and information, or any part of any of the foregoing websites (collectively, the “Site”).

The Sim includes three components:

(a) iRacing.com’s proprietary iRacing.com online application currently found at <https://www.iracing.com/>, and any subdomains thereof and the applications, features, and information available thereon, along with associated and successor websites, applications, features, and information, or any part thereof (collectively, the “Online Application”), (b) the client software program for the Online Application (including any “patches,” updates, or the like supplied to you by iRacing.com) along with any accompanying materials or documentation, and all copies and derivative works of the foregoing (collectively, the “Sim Client”), and (c) additional content that is not part of the Sim Client, including additional tracks and cars (collectively, the “Content”). This Privacy Policy is incorporated into, and part of, and governed by the iRacing.com Motorsport Simulation Experience Terms of Use and End User License Agreement (available at <https://www.iracing.com/terms-use-eula/>, the “iRacing.com Terms of Use”).

In addition to the Sim and the Site, this Privacy Policy also applies to any mobile application we offer (each, an “App”) and any other games we may offer (the “Games”, and collectively with the Site, the Sim, and any Apps, the “Service”). As used herein, “you” and “your” mean a user of the Service and in addition, when the user of the Service is a minor (not under the age of 13) registered by a parent and/or guardian, the terms “you” and “your” also include such parent and/or guardian. As used in this Privacy Policy (a) “GDPR” means the General Data Protection Regulation (EU) 2016/679; (b) “UK Data Protection Laws” means data protection laws enacted under the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019 (“UK GDPR”) and the UK Data Protection Act 2018 (“UK DPA 2018”); and (c) “European Data Protection Laws” means the GDPR and/or UK Data Protection Laws, in each case to the extent applicable.

As of the Effective Date, iRacing.com Motorsport Simulations, LLC’s Corporate Affiliates include:

- iRacing MN Holding, LLC (DBA Monster Games), 300 Apollo Drive, Chelmsford, MA 01824
- Racing ARG Holding, LLC (DBA Orontes Games), 300 Apollo Drive, Chelmsford, MA 01824

You should carefully read this Privacy Policy. By using the Service or permitting your child to use the Service, you are signifying your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Service and you may not register your child to use the Service.

To the extent that the Service is available to individuals located in the European Economic Area or the United Kingdom, or to the extent that we process your personally identifiable information in the context of the activities of an establishment in the European Economic Area or United Kingdom, this Privacy Policy sets out our practices and obligations under the European Data Protection Laws.

As used in this Privacy Policy, the terms “using” and “processing” information include using cookies on a computer, subjecting the information to statistical or other analysis, and using or handling information in any way, including, but not limited to collecting, storing, evaluating, modifying, deleting, using, combining, disclosing, and transferring information within our organization or among our affiliates within the United States or internationally.

This Privacy Policy serves to notify you of the following:

1. What information about me is collected?
2. Where and when is information collected (including through the use of cookies and action tags)?
3. Is information submitted to the public areas of the Service private?
4. Does iRacing.com collect information from children under 13 years of age?
5. Will other users of the Sim have access to my information?
6. What does iRacing.com do with the information it collects?
7. When does iRacing.com disclose information to third parties?
8. Does this Privacy Policy apply when I link to other websites or services?
9. Is the information collected through the Service secure?
10. Could my information be transferred to other countries?
11. For how long will my personally identifiable information be kept?
12. What choices do I have regarding my personally identifiable information?
13. How will I know if there are any changes to this Privacy Policy?
14. Whom do I contact if I have any privacy questions?
15. Special Notice for California Residents.

## 1. What information about me is collected?

Depending on your use of the Service, we may collect two types of information: personally identifiable information and non-personally identifiable information.

### Personally Identifiable Information

Personally identifiable information is information that identifies you or can be used to identify or contact you. Such information may include your name, address, email address, telephone number, Internet Protocol address, CPU serial number, hard drive information, support ticket information, console-specific online ID, Steam ID/username, Steam profile picture, gamer tag, App user preferences (e.g. language, dark mode, time zone, purchased content, favorites, etc.), customer/user ID, username, avatar, gender, age, profession, date of birth, current location, records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, racing statistics (including license level, skill level, and safety rating), and information relating to social media presence of iRacing.com users. Additionally, our Outside Contractor (as defined below) that is responsible for billing and payment processing services (the “Payment Services Provider”) may collect your billing and credit card information from you directly. Personally identifiable information amounts to ‘personal data’ for the purposes of and as defined in the European Data Protection Laws. All references to personally identifiable information shall be deemed to include ‘personal data’ as defined and used in the European Data Protection Laws (to the extent applicable).

In particular, we would like you to be aware that the Sim uses algorithms to construct profiles about individual users and therefore we may use the personally identifiable information described above so that an evaluation can be made about your behavior and performance (among other things) in the form of racing statistics (including license level, skill level, and safety rating). Under the European Data Protection Laws (to the extent applicable), this usage may be considered profiling. The European Data Protection Laws define “**profiling**” as “any form of automated processing of personally identifiable information consisting of the use of personally identifiable information to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict

aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements". To the extent iRacing.com's processing constitutes profiling under the European Data Protection Laws (to the extent applicable), you have the right to specifically object to the processing of your personally identifiable information for the purpose of profiling in accordance with Section 12 below. To learn more, please reach out to [support@iracing.com](mailto:support@iracing.com).

### **Non-Personally Identifiable Information**

Non-personally identifiable information is information, any single item of which, by itself, cannot be used to identify or contact you, including non-identifiable demographic information, browsing history, search history, information on your interaction with a website, application, or advertisement, browser types, unique device identifiers, device types, requested URL, referring URL, browser language, the pages you view, the date and time of your visit, domain names, and statistical data involving the use of the Service. Certain non-personally identifiable information may be considered a part of your personally identifiable information if it were combined with other identifiers (for example, combining your zip code with your street address) in a way that enables you to be identified. However, the same pieces of information are considered non-personally identifiable information when they are taken alone or combined only with other non-personally identifiable information (for example, your viewing preferences) in a way that would not enable you to be identified.

## **2. Where and when is information collected (including through the use of cookies and action tags)?**

We will collect personally identifiable information that you submit to us. We may also receive personally identifiable information about you from third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, as well as analytics service providers and, with respect to the Service, video game digital distribution service providers. Additionally, if you are a Sim user, we may receive your email address from another user if you refer such other user to us.

### **Registering to Use the Service and in the Course of Using the Service**

You may be required to establish an account in order to take advantage of certain features of the Service. If so, if you wish to establish an account you will be required to provide us with information (including personally identifiable information and non-personally identifiable information) such as name, postal address, email address, birth date and including credit card and billing information directly to the Payment Services Provider. We may also receive personally identifiable information about you from third parties providing credit and debit card authorization and fraud screening services as part of the registration process. In addition, we may obtain your personally identifiable information from you if you identify yourself to us by communicating with us, including through any of our Apps or by sending us an email with questions or comments. Also, we will have access to any personally identifiable information that you choose to share through the Service (such as your name, which will not only be available to us but will be displayed to other users of the Sim).

### **Cookies and Action Tags**

We may collect information passively using "cookies" and "action tags."

"Cookies" are small text files that can be placed on your computer or mobile device in order to identify your web browser and the activities of your computer on the Service and other websites. Cookies can be used to personalize your experience on the Service (such as dynamically generating content on webpages specifically designed for you), to assist you in using the Service (such as saving time by not having to reenter your name each time you use the Service), and to allow us to statistically monitor how you are using the Service, to help us improve our offerings and to target certain advertisements to your browser which may be of interest to you or to determine the popularity of certain content. We may place cookies on your computer or mobile device when you use the Service and when you visit the websites of our commercial partners.

In addition to cookies that we may place on your computer or mobile device, cookies might also be placed on your computer or mobile device by third parties that we use to display or serve advertisements or to collect non-personally identifiable information in order to provide advertising-related services as well as by third parties providing analytical and other services related to the Service. In the course of providing services and serving advertisements, such third parties could place or recognize unique cookies on your browser.

Depending on your use of the Service, cookies may be required to use the Service. Although most browsers are

initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions on how to do so in the “Help” section of the toolbar. However, if you reject cookies, the Service will not work properly or at all and you may experience some loss of convenience.

“Action tags,” also known as web beacons or gif tags, are a web technology used to help track website usage information, such as how many times a specific page has been viewed. Action tags are invisible to you, and any portion of the Service, including advertisements, or email sent on our behalf, may contain action tags.

By using cookies and action tags together, we can gain valuable information to improve the Service and measure the effectiveness of our advertising and marketing campaigns. Information collected from some cookies placed on the Service (including cookies placed by third-party vendors, such as Google and its partners) is used to deliver advertisements to iRacing.com Service users when such users are visiting other websites, including Facebook, YouTube, Twitter, and Instagram. You may opt out of a third-party vendor's use of cookies for personalized advertising by visiting <https://youradchoices.com>.

Finally, you should be aware that advertisers and other third parties may use their own cookies or action tags when you click on their advertisement or a link to their websites or services on or from the Service. This Privacy Policy does not govern the use of cookies or action tags or the use of your information by such third-party websites or services or providers of third-party advertising. For the avoidance of doubt, the Service may use third-party service platforms (including to help analyze how users use the Service). These third-party service platforms may place cookies on your computer or mobile device. Additionally, certain of our commercial partners may place cookies on your computer or mobile device in order to understand how you interact with the Service, as well as such commercial partners' services or content. If you would like to disable "third party" cookies, you may be able to turn them off by going to the third party's website.

Here are URLs to the main third parties who may place cookies through the Service:

<https://www.google.com/policies/privacy/>  
<https://www.nascar.com/privacy-statement>

## **Log Files**

We also collect information through our Internet log files, which record data such as user IP addresses, browser types, domain names, and other anonymous statistical data involving the use of the Service. This information may be used to analyze trends, to administer the Service, to monitor the use of the Service, and to gather general demographic information. We may link this information to personally identifiable information for these and other purposes such as personalizing your experience on the Service and evaluating the Service in general.

### **3. Is information submitted to the public areas of the Service private?**

No. Any information shared in the Public Areas (as defined below) of the Service is available to the public, including to all users. Such information is not protected or treated as confidential, can be used in any manner, and is not subject to this Privacy Policy. Without limiting the generality of the foregoing, any photographs you submit to the Public Areas may contain the geographical coordinates of where such photographs were taken; unless you disable the geographical coordinate tagging feature on the smart phone or camera used to capture any such photograph, such geographical coordinates may be available to the public, including to all users. Additionally, a user's name, avatar, and personal stats page (including years of membership and original membership date), as well as racing statistics, including license level, skill level, and safety rating, are available to the public, including to all users, and are part of the Public Areas (as defined below). If you wish to keep any information private or proprietary, do not submit it to the Public Areas of the Service. NOTWITHSTANDING THE FOREGOING, WE HAVE NO RESPONSIBILITY OR LIABILITY IF A USER'S INFORMATION OR IDENTITY IS MISUSED OR STOLEN, OR IF A USER SUFFERS HARM AS A RESULT OF VOLUNTARY DISCLOSURES.

### **4. Does iRacing.com collect information from children under 13 years of age?**

We are committed to protecting the privacy of children. The Service is not designed for or directed to children under the age of 13. We do not collect personally identifiable information from any person we actually know is

under the age of 13. In order to register for, or to use, the Service, you must be an adult according to the laws of the jurisdiction (i.e., state or country, as the case may be) in which you reside. If you are not an adult, if you wish to use the Service you must have a parent or guardian enroll to use the Service on your behalf. If you authorize a minor child (not under the age of 13) for whom you are a parent or guardian to use the account you create to use the Service, you should not provide us with any personally identifiable information about such child. Any parent or guardian permitting their child (not under the age of 13) to use the Service should provide only personally identifiable information of the parent or guardian.

Notwithstanding the foregoing or anything to the contrary in iRacing.com Terms of Use or this Privacy Policy, you hereby acknowledge and consent that, if the information of any user of the Service who is a minor (not under the age of 13) (a "Minor User") is submitted or collected in connection with such Minor User's use of the Service (including through a requested account name change or otherwise), and including without limitation such Minor User's name, photograph, audio/visual recording, and other information described in this Privacy Policy, all such information may be used and processed by iRacing.com and its parent, subsidiaries, and affiliates, and its and their successors, assigns representatives and licensees (collectively, the "Promoters") in accordance with the terms of the iRacing.com Terms of Use and this Privacy Policy. Without limitation of the foregoing, you hereby expressly grant consent to the Promoters to: (a) process and disclose such Minor User's and/or your information and photographic or videotaped images and recordings of such Minor User with or without such Minor User's voice ("Likenesses") in accordance with this Privacy Policy; (b) transfer such Minor User's and/or your information and Likenesses throughout the world, including to the United States or other countries that do not ensure adequate protection for personally identifiable information (as determined by the European Commission); and (c) disclose such Minor User's and/or your information and Likenesses to comply with lawful requests by public authorities, including to meet national security or law enforcement requirements.

## **5. Will other users of the Sim have access to my information?**

In order to discourage misuse of the Sim, except in extraordinary circumstances as agreed to by iRacing.com in its sole discretion, all users of the Sim will be identified to other users of the Sim by their real names (or variations of their names, such as their names followed by a numeral), not by usernames, aliases or other similar devices. By using the Sim, or registering a minor (not under the age of 13) to use the Sim, you consent to the display of your real name to other members. This includes display of your real name in connection with disciplinary actions taken against you, as further described in the [iRacing.com Official Sporting Code](#). Additionally, when posting race results, we may include certain geographical information about the listed users, such as what countries, states, provinces and/or cities the users are located in. With this information, other users of the Sim could use publicly available resources to discover additional personally identifiable information about you, such as your address and phone number.

## **6. What does iRacing.com do with the information it collects?**

We will only use your personally identifiable information to the extent that the law allows us to do so. Pursuant to the European Data Protection Laws we rely on the following legal bases for processing your personally identifiable information:

- (a) where you have given consent to the processing, which consent may be withdrawn at any time without affecting the lawfulness of processing based on consent prior to withdrawal;
- (b) where it is necessary to perform the contract we have entered into or are about to enter into with you (whether in relation to the provision of the Service or otherwise);
- (c) where it is necessary for us to comply with a legal obligation to which we are subject; and/or
- (d) where it is necessary for the purposes of our legitimate interests (or those of a third party) in providing or marketing the Service and your interests or fundamental rights and freedoms do not override those legitimate interests.

We use the information collected through the Service to provide the Service to you and process your transactions, to help us understand who uses the Service, to send you in-Service or in-App notifications, for internal operations such as operating and improving the Service, to contact you for customer service and billing

purposes, to facilitate the delivery of advertising, and, so that we (and certain third parties acting on behalf of iRacing.com) can contact you (by email unless you “opt out” (to the extent permitted by applicable law) and/or by text message if you “opt in”) about iRacing.com products and services that may be of interest to you. We may link or combine your information with other information we get from third parties to help understand your needs and provide you with better service.

We may use your information to send you a welcoming email that may confirm your username and password. We (and certain third parties acting on behalf of iRacing.com) may (by email unless you “opt out” (to the extent permitted by applicable law) and/or by text message if you “opt in”) subsequently send you electronic newsletters, contact you about the Service, products, services, information, and news that may be of interest to you, provide you with marketing materials, and provide you with targeted feedback. If you no longer desire to receive these communications, we will provide you with the option to change your preferences in each communication we send to you. You may also inform us by email to: [support@iracing.com](mailto:support@iracing.com).

If you identify yourself to us by sending us an email with questions or comments, we may use your information (including personally identifiable information) to respond to your questions or comments, and we may file your questions or comments (with your information) for future reference.

We may also use the information collected to send announcements and updates regarding the Service or, if applicable, about your billing account status. You will not be able to unsubscribe from these Service announcements and updates as they contain important information relevant to your use of the Service and are necessary for the performance of our contract with you.

We may also use the information gathered to perform statistical analysis of user behavior or to evaluate and improve the Service. We may link some of this information to personally identifiable information for internal purposes or to improve your experience with the Service.

## **7. When does iRacing.com disclose information to third parties?**

We generally disclose information we gather from you through the Service to the following types of third parties and as otherwise set forth in this Privacy Policy or the iRacing.com Terms of Use or as specifically authorized by you.

### **Racing Partners**

In the event that you are being considered for membership on a Team, or if you are a member of a Team, we may disclose personally identifiable and non-personally identifiable information about you to Racing Partners. “Racing Partner” means any third party that contracts with iRacing.com to compose a team (“Team”) consisting of elite/professional/world championship level drivers to race in competitions on the Sim; (ii) that contracts with iRacing.com to sponsor a racing series; or (iii) with whom iRacing.com partners to provide a racing series.

### **Laws and Legal Rights**

We may disclose your information (including personally identifiable information) if we believe in good faith that we are required to do so in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order, lawful requests by public authorities, including to meet national security or law enforcement requirements, or other valid legal process. We may disclose personally identifiable information in special circumstances when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating the [iRacing.com Terms of Use and End User License Agreement](#) or another contract with us, to detect fraud, for assistance with a delinquent account, or to protect the safety and/or security of our users, the Service, or the general public.

### **Third Parties Generally**

We may provide to third parties non-personally identifiable information, including where such information is combined with similar information of other users of the Service. For example, we might inform third parties regarding the number of unique users who use the Service, the demographic breakdown of the users of the Service, or the products and/or services purchased using the Service and the vendors of such products and services. In addition, when you use the Service, third parties (including without limitation third-party advertisers, third-party analytics service providers, app stores or distribution platforms, and commercial partners) may directly



collect personally identifiable and non-personally identifiable information about your online activities over time and across different websites. The third parties to which we may provide non-personally identifiable information and the third parties who may independently directly collect personally identifiable and non-personally identifiable information may include analytics service providers, potential or actual advertisers, providers of advertising products or services (including vendors and website tracking services), merchants, affiliates and other actual or potential commercial partners, app stores or distribution platforms, sponsors, licensees, researchers and other similar parties. Please note in particular that the Service uses Google Analytics, including its data reporting features and Google Analytics Advertising Features. Information collected by Google Analytics includes but is not limited to web metrics, geographic region, IP address, browser, operating system, ISP, device type, time on site, and “site access from” information. For information on how Google Analytics collects and processes data, please see the site “How Google uses data when you use our partners' sites or apps”, currently located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). For information on opting out of Google Analytics, we encourage you to visit Google’s website, including its list of currently available opt-out options presently located at <https://tools.google.com/dlpage/gaoptout>.

### **EasyAntiCheat**

iRacing.com is using EasyAntiCheat anti-cheat service (“EasyAntiCheat”), which is operated by Kamu Ltd, a third-party service provider offering services to iRacing.com. When you are using the Sim, EasyAntiCheat is monitoring your account, analyzing the race binaries, and scanning the memory of the Sim for the purpose of detecting and preventing cheating in the Sim (“Purpose”). For the Purpose, EasyAntiCheat is storing information regarding cheating methods used in the Sim (“EasyAntiCheat Data”). By installing, copying, or otherwise using the Sim, you give your consent that EasyAntiCheat may gather, store and publish EasyAntiCheat Data for the Purpose. There are three instances in which your specific data may be stored and processed by EasyAntiCheat: (1) EasyAntiCheat Data sent from your computer is determined to be abnormal and then retained; (2) Abnormal unknown patterns in your EasyAntiCheat Data are found, stored, and manually analyzed; patterns proven not to repeat and/or not to be a cheat, are discarded within three months; (3) If a known cheat pattern is found, that piece of memory is stored indefinitely as evidence. EasyAntiCheat only handles data relevant to the identification of cheats and does not store any other data. The EasyAntiCheat Data will be used by EasyAntiCheat solely for the Purpose, including but not limited to identifying and banning players who are cheating in computer games, analyzing cheating behavior and cheating codes as well as sharing data about cheats with affiliates of EasyAntiCheat. EasyAntiCheat may share race specific and/or user specific data with third parties when third parties request a ban status, the disclosure of which includes ban reason, ban time, and game server on which the cheating occurred. To learn more about the services provided by EasyAntiCheat and their information privacy policies, visit this URL: <https://www.epicgames.com/site/en-US/privacypolicy>.

### **Professional Advisors**

We may provide your information to professional advisors, such as lawyers, auditors, bankers, and insurers, where necessary in the course of the professional services that they render to us.

### **Outside Contractors**

We may employ independent contractors, vendors, and suppliers (collectively, “Outside Contractors”) to provide specific services and products related to the Service, such as hosting and maintaining the Service, providing credit card processing and fraud screening, including the Payment Services Provider, and developing applications for the Service. In the course of providing products or services to us, these Outside Contractors may have access to information collected through the Service, including your personally identifiable information.

### **Sale of Business**

We reserve the right to transfer information to a third party in connection with a sale, merger or other transfer of all or substantially all of the assets of iRacing.com or any of its Corporate Affiliates (as defined herein), or that portion of iRacing.com or any of its Corporate Affiliates to which the Service relates, or in connection with a strategic investment by a third party in iRacing.com, or in the event that we discontinue our business or file a petition or have filed against us a petition in bankruptcy, reorganization or similar proceeding.

### **Affiliates**

We may disclose information (including personally identifiable information) about you to our Corporate Affiliates. For purposes of this Privacy Policy: “Corporate Affiliates” means any person or entity which directly or indirectly

controls, is controlled by or is under common control with iRacing.com, whether by ownership or otherwise; and “control” means possessing, directly or indirectly, the power to direct or cause the direction of the management, policies or operations of an entity, whether through ownership of fifty percent (50%) or more of the voting securities, by contract or otherwise.

## **Public Areas**

The Service features various community areas and other public forums (such as users' personal stats pages, member forums, message boards, blogs, leader boards, and public message areas, including the iRacing World area) (the “Public Areas”) where Service users with similar interests can share information. These Public Areas are open to the public and should not be considered private. We cannot prevent such information from being used in a manner that may violate this Privacy Policy, the law, or your personal privacy. We are not responsible for the results of such postings or for the accuracy of any information contained in those postings.

Any information you share in a Public Area (including personally identifiable information) is by design open to the public and is not private. You should think carefully before posting any information in any Public Area. What you post can be seen, disclosed to or collected by others and may be used by others in ways we cannot control or predict. As with any public forum on any website, the information you post may also show up in third-party search engines like Google, Yahoo, MSN, and Bing. If you mistakenly post personally identifiable information in a Public Area you can send us an email to request that we remove it by contacting us at [support@iracing.com](mailto:support@iracing.com). You should understand that in some cases, we may not be able to remove your personal information.

Finally, a user's name, console-specific online ID, Steam ID/username, gamer tag, avatar, and personal stats page (including years of membership and date or original membership), as well as racing statistics, including license level, skill level, and safety rating, may be available to the public, including to all users, and may be part of the Public Areas.

## **8. Does this Privacy Policy apply when I link to other websites or services?**

The Service may provide you with access to other websites and services. This may include providing you with the opportunity to purchase (or to obtain more information regarding) certain content, products or services that are sold by parties other than us and with the ability to automatically post updates on Facebook and Twitter and other social media outlets. Please be aware that we are not responsible for the privacy practices of any websites or services other than the Service. A link to a third-party website does not constitute or imply endorsement by us. Additionally, we cannot guarantee the quality or accuracy of information presented on those websites. We encourage you to read the privacy policies or statements of each and every such website and service. This Privacy Policy applies solely to information collected by us through the Service.

## **9. Is the information collected through the Service secure?**

We want your information (including personally identifiable information) to remain secure. We strive to provide transmission of your information from your computer or mobile device to our servers through techniques that are consistent with commercially reasonable standards and employ administrative, physical, and electronic measures designed to protect your information from unauthorized access. We use Secured Socket Layer (SSL) encryption technology in transmitting such personally identifiable information over the Internet to our servers. Notwithstanding the above, you should be aware that there is always some risk involved in transmitting information over the Internet. There is also some risk that others could find a way to thwart our security systems. As a result, while we strive to protect your information, we cannot ensure or warrant the security or privacy of any information you transmit to us, and you do so at your own risk.

## **10. Could my information be transferred to other countries?**

Personally identifiable information collected on the Service may be transferred from time to time to our offices or personnel, or to third parties, located throughout the world, and the Service may be viewed and hosted anywhere in the world, including countries that may not have laws of general applicability regulating the use and transfer of such information. By using the Service and submitting information on or through the Service, you voluntarily



consent to the trans-border transfer and hosting of such information. Without limitation of the foregoing, you hereby expressly grant consent to the Promoters to: (a) process and disclose such information in accordance with this Privacy Policy; (b) transfer such information throughout the world, including to the United States or other countries that do not ensure adequate protection for personally identifiable information (as determined by the European Commission or the UK Information Commissioner's Office, as applicable, each, an "Inadequate Jurisdiction") and/or countries that may not have laws of general applicability regulating the use and transfer of such information; and (c) disclose such information to comply with lawful requests by public authorities, including to meet national security or law enforcement requirements. To the extent required by applicable law: whenever we transfer your personal data (as defined in the European Data Protection Laws) to third parties (as described in this Privacy Policy) located in an Inadequate Jurisdiction, we ensure a similar degree of protection is afforded to it; we may use specific contracts approved by the European Commission or the UK Information Commissioner's Office, as applicable, which give personal data the same protection it has in the European Economic Area under the European Data Protection Laws; and if we rely on another basis to transfer your personal data to an Inadequate Jurisdiction, we will keep you updated or contact you if required. Please contact us if you want further information on the specific mechanisms used by us when transferring your personal data to an Inadequate Jurisdiction. If you are a user accessing the Service from a jurisdiction with laws or regulations governing personal data collection, use, and disclosure that differ from those of the United States, please be advised that all aspects of the Service are governed by the internal laws of the United States and the Commonwealth of Massachusetts, USA, regardless of your location.

#### **11. For how long will my personally identifiable information be kept?**

We will only retain your personally identifiable information for as long as necessary to fulfill the purposes for which we collected it.

To determine the appropriate retention period for personally identifiable information, we consider the amount, nature, and sensitivity of that information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your personally identifiable information and whether we can achieve those purposes through other means, and the applicable legal requirements.

#### **12. What choices do I have regarding my personally identifiable information?**

We generally use personally identifiable information for the purposes described above or as authorized by you or as otherwise disclosed at the time we request such information from you. You must "opt in" and give us permission to use your personally identifiable information for any other purpose. You may also change your preference and "opt-out" of receiving certain marketing communications from us by following the directions provided in association with the communication, or by contacting [support@iracing.com](mailto:support@iracing.com).

Under certain circumstances and in compliance with the European Data Protection Laws, you may have the right to:

**Request access** to your personally identifiable information (commonly known as a 'subject access request'). This enables you to receive a copy of the personally identifiable information we hold about you and to check that we are lawfully processing it;

**Request correction** of the personally identifiable information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected;

**Request erasure** of your personally identifiable information. This enables you to ask us to delete or remove your personally identifiable information where there is no good reason for us to continue processing it. You also have the right to ask us to delete or remove all of your personally identifiable information in certain circumstances;

**Object to processing** of your personally identifiable information where we are relying on a legitimate interest (or that of a third party) and there is something about your particular situation which makes you want to object to processing on this ground;

**Request the restriction of processing** of your personally identifiable information. This enables you to ask us to suspend the processing of your personally identifiable information, for example if you want us to establish its

accuracy or the reason for processing it;

**Request the transfer** of your personally identifiable information to another party; and

**Lodge a complaint** with the relevant supervisory authority (as defined in the European Data Protection Laws). If you have any complaints about the way we process your personally identifiable information please do contact us. Alternatively, you may lodge a complaint with the supervisory authority which is established in your country.

If you want to review, verify, correct or request erasure of your personally identifiable information, object to the processing of your personally identifiable information, or request that we transfer a copy of your personally identifiable information to another party, please contact [support@iracing.com](mailto:support@iracing.com).

Such updates, corrections, changes and deletions will not have an effect on other information that we maintain, or information that we have provided to third parties in accordance with this Privacy Policy prior to such update, correction, change or deletion. To protect your privacy and security, we may take reasonable steps (such as requesting a unique password) to verify your identity before making corrections. You are responsible for maintaining the secrecy of your unique password and account information at all times.

You should be aware that it may not be technologically possible to remove each and every record of the information you have provided to us from our system. The need to back-up our systems to protect information from inadvertent loss means that a copy of your personally identifiable information may exist in a non-erasable form that will be difficult or impossible for us to locate. After receiving your request, we will use commercially reasonable efforts to update, correct, change or delete, as appropriate, all personally identifiable information stored in databases we actively use and other readily searchable media, as appropriate, as soon as and to the extent reasonably practicable.

### **Do Not Track**

The term “Do Not Track” refers to a HTTP header offered by certain web browsers to request that websites refrain from tracking the user. We take no action in response to automated Do Not Track requests. However, if you wish to stop such tracking, please contact us with your request, using our contact details provided below.

### **13. How will I know if there are any changes to this Privacy Policy?**

We may revise this Privacy Policy from time to time. We will not make changes that result in significant additional uses or disclosures of your personally identifiable information without allowing you to “opt in” to such changes. We may also make non-significant changes to this Privacy Policy that generally will not significantly affect our use of your personally identifiable information, for which your opt-in is not required. Notification of material changes will be made in accordance with the [iRacing.com Terms of Use and End User License Agreement](#). We encourage you to check this page periodically for any changes. If any non-significant changes to this Privacy Policy are unacceptable to you, you must immediately contact us and, until the issue is resolved, stop using the Service.

### **14. Whom do I contact if I have any privacy questions?**

If you have any questions or comments about this Privacy Policy or feel that we are not abiding by the terms of this Privacy Policy, please contact our Privacy Agent in any of the following ways:

By email: [support@iracing.com](mailto:support@iracing.com)

By mail: Customer Care – Privacy Policy Issues  
iRacing.com Motorsport Simulations, LLC  
300 Apollo Drive  
Chelmsford, MA 01824

By telephone: 781-541-6360

**BY USING THE SERVICE OR PERMITTING YOUR CHILD (NOT UNDER THE AGE OF 13) TO USE THE SERVICE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU SHOULD NOT USE THE SERVICE OR PERMIT YOUR CHILD TO USE THE**

SERVICE. CONTINUED USE OF THE SERVICE FOLLOWING THE POSTING OF CHANGES TO THIS PRIVACY POLICY THAT DO NOT SIGNIFICANTLY AFFECT THE USE OR DISCLOSURE OF YOUR PERSONALLY IDENTIFIABLE INFORMATION MEANS THAT YOU ACCEPT THOSE CHANGES.

## **15. Special Notice for California Residents.**

This Section 15 shall apply only to the extent that we are regulated as a business (as defined in the California Privacy Rights Act of 2020 (collectively with any regulations promulgated thereunder, the "CPRA")) under the CPRA. This Section 15 shall apply to you only if you are a California resident.

As used in this Section 15, "sell" (including any grammatically inflected forms thereof) means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, consumer information (as defined below) to a third party for monetary or other valuable consideration.

"Selling" does not include (i) disclosing consumer information to a third party at your direction, (ii) where you intentionally interact with one or more third parties, (iii) transfers of your consumer information to a third party as an asset that is part of a merger, acquisition, bankruptcy, or other transaction in which the third party assumes control of all or part of iRacing.com, provided that information is used or shared consistent with the CPRA.

As used in this Section 15, "share" (including any grammatically inflected forms thereof) means sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, consumer information to a third party for cross-context behavioral advertising, whether or not for monetary or other valuable consideration, including transactions with a third party for cross-context behavioral advertising for our benefit in which no money is exchanged.

"Sharing" does not include (i) disclosing consumer information to a third party at your direction, (ii) where you intentionally interact with one or more third parties, or (iii) transfers of your consumer information to a third party as an asset that is part of a merger, acquisition, bankruptcy, or other transaction in which the third party assumes control of all or part of iRacing.com, provided that information is used or shared consistently with the CPRA.

**15.1 Consumer Information Collected:** We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with particular California residents or households ("consumer information"). Consumer information does not include deidentified or aggregated information, publicly available information or lawfully obtained, truthful information that is a matter of public concern, or any other information that is excepted from the definition of "personal information" under the CPRA, or any information that is otherwise not regulated by the CPRA. For purposes of this Section 15.1, "publicly available information" means information that is lawfully made available from federal, state, or local government records, or information that we have a reasonable basis to believe is lawfully made available to the general public by you or from widely distributed media, or information made available by a person to whom you have disclosed the information if you have not restricted the information to a specific audience.

For purposes hereof, "sensitive consumer information" means: (1) consumer information that reveals (A) your social security, driver's license, state identification card, or passport number; (B) your account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; (C) your precise geolocation; (D) your racial or ethnic origin, religious or philosophical beliefs, or union membership; (E) the contents of your mail, email, and text messages, unless we are the intended recipient of the communication; (F) your genetic data; and (2)(A) consumer information consisting of biometric information processed for the purpose of uniquely identifying you; (B) consumer information collected and analyzed concerning your health; or (C) consumer information collected and analyzed concerning your sex life or sexual orientation. We use or disclose your sensitive consumer information, provided that we only use or disclose sensitive consumer information for the purposes specified in Section 7027(m) of the CPRA regulations and we only collect or process sensitive consumer information without the purpose of inferring characteristics about you.

In particular, with respect to the activities covered by this Privacy Policy, we have collected the following categories of consumer information from California residents or households within the last twelve (12) months and we may collect the following categories of consumer information from California residents or households:

Category	Consumer information collected	Purposes (including business or commercial purposes) for which we collect or use consumer information	Categories of third parties with whom we have shared consumer information and the business or commercial purpose for sharing such consumer information	Categories of third parties to whom we have sold consumer information and the business or commercial purpose for selling such consumer information	Categories of third parties to whom we have disclosed consumer information for a business purpose and the business or commercial purposes for disclosing consumer information	Categories of sources from which consumer information is collected
A. Identifiers.	Name, address, telephone number, email address, Internet Protocol address, console-specific online ID, Steam ID/username, Steam profile picture, gamer tag, App user preferences (e.g. language, dark mode, time zone, purchased content, favorites, etc.), customer/user ID, username, avatar, profession, date of birth, current location, personal stats page (including years of membership and date of original membership), and	Provision, improvement, and promotion of the Service; tax or business operational purposes.	N/A	N/A	Racing Partners, Third Parties Generally, EasyAntiCheat, and Outside Contractors, each as described in Section 7, in each case for provision, improvement, and promotion of the Service, or tax or business operational purposes.	Submitted to us by you and/or collected from you when you use the Service.  From third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, as well as analytics service providers and, with respect to the Service,

	device identifiable information, such as CPU serial number and hard drive information.					video game digital distribution service providers. If you are a Sim user, we may receive your email address from another user if you refer such other user to us.
B. Personal information described in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	Name, address, telephone number, and credit card information (collected directly by the Payment Services Provider).	Provision of the Service; tax or business operational purposes.	N/A	N/A	Outside Contractors, as described in Section 7, in each case for provision of the Service, or tax or business operational purposes.	Submitted to us (or, in the case of credit card information, to our Payment Services Provider) by you.  From third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, and, with respect to the Service, video game digital distribution

						service providers.
C. Protected classification characteristics under California or federal law.	Gender and age.	Provision, improvement, and promotion of the Service; tax or business operational purposes.	N/A	N/A	Outside Contractors, as described in Section 7 in each case for provision, improvement, and promotion of the Service, or tax or business operational purposes.	Submit to us by you.  From third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, and, with respect to the Service, video game digital distribution service providers.
D. Commercial information.	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, support ticket information.	Provision, improvement, and promotion of the Service; tax or business operational purposes.	N/A	N/A	Third Parties Generally and Outside Contractors, each as described in Section 7, in each case for provision, improvement, and promotion of the Service, or tax or business operational purposes.	Submitted to us by you.  From third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, and, with respect to the Service, video



						game digital distribution service providers.
E. Biometric information.	N/A	N/A	N/A	N/A	N/A	N/A
F. Internet or other electronic network activity information.	Browsing history, search history, information on your interaction with a website, application, or advertisement.	Provision, improvement, and promotion of the Service; tax or business operational purposes.	N/A	N/A	Third Parties Generally and Outside Contractors, each as described in Section 7, in each case for provision, improvement, and promotion of the Service, or tax or business operational purposes.	Submitted to us by you and/or collected from you when you use the Service.  From third parties, including third parties providing credit and debit card authorization and fraud screening services as part of your use of the Sim, as well as analytics service providers and, with respect to the Service, video game digital distribution service providers.
G. Geolocation data.	N/A	N/A	N/A	N/A	N/A	N/A
H. Audio, electronic, visual, thermal,	N/A	N/A	N/A	N/A	N/A	N/A

olfactory, or similar information.						
I. Professional or employment-related information.	N/A	N/A	N/A	N/A	N/A	N/A
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	N/A	N/A	N/A	N/A	N/A	N/A
K. Inferences drawn from other personal information.	Information relating to social media presence of iRacing.com users; racing statistics (including license level, skill level, and safety rating).	Provision, improvement, and promotion of the Service; tax or business operational purposes.	N/A	N/A	Third Parties Generally and Outside Contractors, each as described in Section 7, in each case for provision improvement, and promotion of the Service, or tax or business operational purposes.	Generated by us on the basis of your other consumer information in connection with your use of the Sim and/or Service.

<b>Sensitive Consumer Information Category</b>	<b>Consumer information collected</b>	<b>Purposes (including business or commercial purposes) for which we collect or use consumer information</b>	<b>Categories of third parties with whom we have shared consumer information and the</b>	<b>Categories of third parties to whom we have sold consumer information and the business or</b>	<b>Categories of third parties to whom we have disclosed consumer information for a business purpose and the business or commercial</b>	<b>Categories of sources from which consumer information is collected</b>
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			<b>business or commercial purpose for sharing such consumer information</b>	<b>commercial purpose for selling such consumer information</b>	<b>purposes for disclosing consumer information</b>	
A. Government identifiers (social security, driver's license, state identification card, or passport number)	N/A	N/A	N/A	N/A	N/A	N/A
B. Complete account access credentials (account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account)	Credit card information (collected directly by the Payment Services Provider).	Provision of the Service; tax or business operational purposes.	N/A	N/A	Outside Contractors, as described in Section 7, in each case for provision of the Service, or tax or business operational purposes.	Submitted to our Payment Services Provider by you.
C. Precise geolocation	N/A	N/A	N/A	N/A	N/A	N/A
D. Racial or ethnic origin	N/A	N/A	N/A	N/A	N/A	N/A
E. Religious or philosophical beliefs	N/A	N/A	N/A	N/A	N/A	N/A
F. Union membership	N/A	N/A	N/A	N/A	N/A	N/A
G. Genetic data	N/A	N/A	N/A	N/A	N/A	N/A
H. Mail, email, or text messages contents not directed to us	N/A	N/A	N/A	N/A	N/A	N/A
I. Biometric information processed for the	N/A	N/A	N/A	N/A	N/A	N/A

purpose of uniquely identifying you						
J. Health information	N/A	N/A	N/A	N/A	N/A	N/A
K. Information concerning sex life or sexual orientation	N/A	N/A	N/A	N/A	N/A	N/A

**15.2 Purposes for Collection of Consumer Information; Categories of Sources:** We collect consumer information for the business or commercial purposes described in the tables above and in the manner described in Sections 2 and 6 of this Privacy Policy with respect to personally identifiable information. Regarding the categories of sources from which consumer information is collected, we collect consumer information from the categories of sources described in the tables above and in the manner described in Section 2 of this Privacy Policy with respect to personally identifiable information.

**15.3 Disclosures of Consumer Information for a Business or Commercial Purpose:** iRacing.com may disclose your consumer information described in the tables above to a third party for a business or commercial purpose, as described in the tables above and in Section 7 of this Privacy Policy with respect to personally identifiable information. In the preceding twelve (12) months, iRacing.com has disclosed the categories of consumer information described in the tables above for a business or commercial purpose to the categories of third parties described in the tables above.

**15.4 Sharing and Sales of Consumer Information:**

15.4.1 In the preceding twelve (12) months, iRacing.com has not shared or sold, nor does it or will it share or sell consumer information.

**15.5 California Residents' Rights and Choices:** The CPRA provides California residents with specific rights regarding their consumer information. This Section 15.5 describes your CPRA rights (to the extent applicable to you) and explains how to exercise those rights.

**15.5.1 Access to Specific Information and Data Portability Rights:** You may have the right to request that iRacing.com disclose certain information to you about our collection and use of your consumer information over the past twelve (12) months or such other period required by the CPRA. Once we receive and confirm your verifiable consumer request (in the manner described in Section 15.6 below), to the extent required by the CPRA, we will disclose to you:

15.5.1.1 The categories of consumer information we collected about you.

15.5.1.2 The categories of sources for the consumer information we collected about you.

15.5.1.3 Our business or commercial purpose for collecting that consumer information.

15.5.1.4 The categories of third parties to whom we disclose that consumer information.

15.5.1.5 The specific pieces of consumer information we collected about you (also called a data portability request).

15.5.1.6 If we disclosed your consumer information for a business or commercial purpose, a list disclosing disclosures for a business or commercial purpose, identifying the categories of recipients to whom such consumer information was disclosed and the consumer information categories that each category of recipient obtained.

**15.5.2 Deletion Request Rights:** You have the right to request that iRacing.com delete any of your consumer information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm a verifiable request from you or your authorized agent (in each case if you are a California resident) in the manner described in Section 15.6 below ("verifiable consumer request"), we will delete (and notify our service providers and/or contractors to delete, unless this proves impossible or involves disproportionate effort) your consumer information from our records, unless an exception applies or retention of your consumer information is otherwise permitted by the CPRA. We may deny your deletion request if retaining the information is reasonably necessary for us or our service provider(s) and/or contractor(s) to:

15.5.2.1 Complete the transaction for which we collected the consumer information, provide a product or service that you requested, take actions reasonably anticipated by you within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.

15.5.2.2 Help to ensure security and integrity to the extent the use of your consumer information is reasonably necessary and proportionate for those purposes.

15.5.2.3 Debug to identify and repair errors that impair existing intended functionality.

15.5.2.4 Exercise free speech, ensure the right of another consumer to exercise that consumer's free speech rights, or exercise another right provided for by law.

15.5.2.5 Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *et. seq.*).

15.5.2.6 Engage in public or peer-reviewed scientific, historical, or statistical research that conforms or adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the ability to complete the research, if you have provided informed consent.

15.5.2.7 Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us and compatible with the context in which you provided the information.

15.5.2.8 Comply with a legal obligation.

15.5.3 *Correction Request Rights:* You have the right to request that we correct inaccurate consumer information about you that we maintain, taking into account the nature of the consumer information and the purposes of the processing of the consumer information. If we receive a verifiable consumer request from you to correct inaccurate consumer information, we will use commercially reasonable efforts to correct such inaccurate consumer information as directed by you, pursuant to Section 1798.130 of the CPRA and regulations adopted pursuant to the CPRA.

## **15.6 Exercising Access, Data Portability, Correction, and Deletion Rights:**

15.6.1 To exercise the access, data portability, correction, and deletion rights described in Section 15.5 above, please submit a verifiable consumer request to us by either: (1) calling us at 1-800-928-1923; (2) visiting <https://www.iracing.com/personally-identifiable-information-request-web-form/>; or (3) contacting us in accordance with Section 14. Only you, or someone legally authorized to act on your behalf (such as an authorized agent), may make a verifiable consumer request related to your consumer information. Someone legally authorized to act on your behalf (such as an authorized agent) may make a verifiable consumer request on your behalf, provided that you have duly authorized that person or entity to make such a verifiable consumer request on your behalf and provided that that person or entity can provide verification of their authority to make such a request on your behalf where required. You may also make a verifiable consumer request on behalf of your minor child. You may make a verifiable consumer request for access or data portability no more than twice within a twelve (12) month period. The verifiable consumer request must: (i) provide sufficient information that allows us to reasonably verify you are the person about whom we collected consumer information or an authorized agent; and (ii) describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it. We cannot respond to your request or provide you with consumer information if we cannot verify your identity or authority to make the request and confirm the consumer information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use consumer information provided for the purposes of verification of a consumer request to verify the requestor's identity or authority to make the request. In the event you make a request under this Section 15, we may take various approaches to verify your identity depending on the nature of your request. These approaches may include initiating video conferencing or telephone calls with you or reaching out to by email or otherwise to ask you questions pertaining to the information we have about you.

15.6.2 We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to ninety (90) days), we will inform you of the reason and extension period in writing. If you have an account with us, we may deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your consumer information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance. If your requests are manifestly unfounded or excessive, in particular because of their repetitive character, we may either charge a reasonable fee, taking into account the administrative costs of providing the information or communication or taking the action requested, or refuse to act on the request and notify you of the reason for refusing the request.

**15.7 Non-Discrimination:** We will not discriminate against you for exercising any of your CPRA rights, including, unless permitted by the CPRA, by:

15.7.1 Denying you goods or services;



15.7.2 Charging you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;

15.7.3 Providing you a different level or quality of goods or services;

15.7.4 Suggesting that you may receive a different price or rate for goods or services or a different level or quality of goods or services; or

15.7.5 Retaliating against an employee, applicant for employment, or independent contractor, as defined in subparagraph (A) of paragraph (2) of subdivision (m) of Section 1798.145 of the CPRA for exercising their rights under the CPRA.

**15.8 Consumer Information Retention:** We will only retain your consumer information for as long as necessary to fulfill the purposes for which we collected it or as otherwise permitted by applicable law. To determine the appropriate retention period for consumer information, we consider the amount, nature, and sensitivity of that consumer information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your consumer information and whether we can achieve those purposes through other means, and the applicable legal requirements.

**15.9 Contact:** If you have any questions or concerns relating to this Privacy Policy our consumer information practices, please contact us in accordance with Section 14 of this Privacy Policy.