

## Privacy Policy

Rocky Top Sports World operated by RTSW SFM, LLC

Effective: February, 2016

### **Your Privacy**

At Rocky Top Sports World (RTSW), we believe you have a right to know what type of information we may collect when you interact with us and/or use our products, and our practices with respect to that information. The guidelines contained in this privacy policy ("Privacy Policy") apply only to information collected by or for RTSW SFM, LLC and Rocky Top Sports World (RTSW). This includes, among other things, information collected from certain network enabled devices, as well as websites operated by or for RTSW. Sites which are linked to RockyTopSportsWorld.com may have different policies; therefore, please review the privacy policy notices on those sites for details.

While RTSW does not generally require that you provide us with personally identifiable information, please note that in order to participate in some activities, it will be necessary for you to provide this information. If you choose not to provide it for those activities, you may not be able to participate in them.

### **Collection of Information:**

RTSW may ask you to provide "Personal Information", meaning individually identifiable information such as your email address, name, mailing address, or telephone number, to, among other things, enable you to participate in specific activities at RTSW, to obtain a quote related to holding events at RTSW, or to receive marketing communications at RTSW. RTSW may combine the information you provide with other information we may collect from you or your devices or from third parties so that we can more effectively tailor our site, services and offerings to you.

RTSW will not share the Personal Information you provide with any other parties, except (a) with your consent (see below), (b) as may be required by law or court order, (c) to persons or companies RTSW engages to carry out or provide support for the operations of the sites or our business, or (d) to appropriate third parties, including law enforcement or other government agencies, in connection with a criminal investigation, fraud prevention, or other legal action or if RTSW reasonably believes it is necessary to do so to protect RTSW, its customers, or the public. RTSW may also provide data from transactions that it believes to be fraudulent to third parties that provide fraud prevention services to RTSW and other merchants.

Unless you instruct us otherwise, RTSW may contact you to provide information about services, promotions, contests, or other activities or offerings that may be of interest to you. You can instruct us whether or not you wish to receive such information by checking or unchecking the box indicating your preference, as applicable, at the place where your information is collected. In addition, with each commercial email you receive from RTSW, you will be given the opportunity to indicate if you do not wish to receive future commercial emails from RTSW.

For instructions on how to request changes to the Personal Information you have provided to RTSW, please contact us at 865.325.0044 or write to us at:

Rocky Top Sports World  
Attn: Marketing Department  
1870 Sports World Blvd.  
Gatlinburg, TN 37738

## **System Information**

We may collect your computers', network enabled devices', systems' and/or networks' IP addresses and message information for system administration, record keeping, capacity planning, volume and other operational reasons, as well as for advertising and royalty reporting as necessary in the conduct of our business. When you use our services, our systems may record this information, which may be stored with your registration, event proposal requests or other information you provide to us. This may allow us, among other things, to determine which other websites linked you to us.

We collect and maintain Personal Information and/or other information about visitors to our websites, devices and users of devices that access or use our services and websites, as well as anyone who sends us information or communications, and recipients of our communications. Much of this information we may aggregate in a non-personally identifiable manner using our technology, such as visitors' and users' browsing or use activities, the domain or mobile phone area code or device number and carrier from which a visitor accesses or clicks through to a website, page views, downloads, streaming and the like. We use such information to enhance and customize our websites and services and the advertising and promotions we make available to attempt to create a better experience. We aggregate information (meaning it does not identify any individual) to analyze trends and statistics to improve your online experiences, our websites, services, and customer support. If you visit or use the websites or have registered or provided us with Personal Information about yourself, it is likely that "cookies" (how we use "cookies" is described in the section below entitled "Cookies") allow us to identify you and associate you with your proposal requests, your devices, and communication preferences.

## **Cookies**

When you visit our website, advertisements appearing thereon or receive emails from RTSW, we may use technology commonly referred to as a "cookie" which stores small bits of data on your device. While actual "cookie" technology is currently among the most common, we may use a wide variety of technological tools, means and mechanisms (e.g., XML technology, clickstream data, etc.) to help us to customize your experience to better match your interests and preferences and otherwise improve and enhance the services we provide. We will use the term "cookie" to refer to any and or all of these tools, means and mechanisms, whether they are currently available and in use, developed or discovered in the future or otherwise. We use cookies in a variety of ways. For example, we use cookies to help us keep count of your return visits to our website and, in some cases, to our advertisers' or partners' websites, which helps us determine which services,

promotions, features, content and functions users like best. In general, browsers or separately purchased software tools may allow you to erase cookies from your device. You acknowledge and understand that erasing cookies may limit or restrict your ability to use any or all the features and functions of our websites and services.

### **Research and Tracking Techniques**

RTSW may also itself use, or engage third parties to use, Web beacons, pixel tags, passive capture technologies or other technologies for purposes such as researching and tracking certain usage, site interaction, and other activities on our website, on certain network enabled devices, and in emails you receive from us. The information collected by RTSW or requested from third parties through these technologies is typically in an aggregate, non-personally identifiable form. However, in some cases, the information collected may include personally identifiable information provided by the user where RTSW deems it advantageous to collect such information for purposes such as improving the usability of our website and customer support.

### **Security**

RTSW takes great care in maintaining the security of your Personal Information and in preventing unauthorized access to it through the use of appropriate technology and internal procedures. However, RTSW does not guarantee that unauthorized access will never occur.

### **Notice To/Regarding Children Under the Age of 13**

RTSW believes that children using the Internet require special protection, and we urge parents or guardians to explain Internet safety to their children. Parents are urged to spend time online with their children to become familiar with the types of content available on the RTSW sites and the Internet in general. Control tools are available from online services and software manufacturers to help create a safer environment for children.

If you are under 13 years of age, you should not provide any Personal Information (for example, your last name, home address or e-mail address) on these sites without the knowledge and permission of your parent or guardian. This may mean that you will be unable to participate in some activities on the sites without that verifiable consent.

(i) The types of Personal Information collected from children may include the name, email address, home address, telephone number and/or any other information reasonably necessary for the child to participate in a particular activity. This information may be collected directly (via registrations at the facility) and/or passively (e.g., through a Web server that automatically recognizes and stores information such as a visitor's IP address/domain name combination).

(ii) The information collected may be used for purposes such as fulfillment of a requested transaction, record keeping or marketing back to the child.

(iii) RTSW is prohibited from conditioning a child's participation in an activity on the child's disclosing more Personal Information than is reasonably necessary to participate in such activity; and

(iv) A parent can review and request deletion of the child's Personal Information, can refuse to permit further collection or use of the child's information, and can revoke or limit consents previously given. For instructions on how to do so, please contact us at 865.325.0044 or write to us at:

Rocky Top Sports World

Attn: Marketing Department

1870 Sports World Blvd.

Gatlinburg, TN 37738

### **Consent to Processing**

By providing any Personal Information to RTSW, all persons, including without limitation persons in the member states of the European Union, fully understand and unambiguously consent to the collection and processing of such information in the United States of America, and/or in territories or countries outside of the United States of America, and understand and acknowledge their consent, notwithstanding that some governmental authorities may consider the level of protection of such data in the United States not equivalent to that required within the European Union or any other jurisdiction.

### **Consent to Assignment**

By providing any Personal Information to RTSW, you will be deemed to have consented to RTSW disclosure and transfer to, as well as the use by, (a) any party who acquires all or any portion of any RTSW service or business unit, whether through merger, acquisition, assignment, or sale, of your Personal Information or other information about you that we have obtained and that is governed by this Privacy Policy and which is related to such service or business unit ; and (b) any party who acquires all or substantially all of the assets of RTSW, whether through merger, acquisition, assignment or sale, of your Personal Information or other information about you that we have obtained and that is governed by this Privacy Policy.

### **Your Communications**

We may, but we do not have an obligation to, monitor your communications, such as messages, to, from, within or directly related to our services and sites to ensure that our policies regarding use and our terms and conditions are being complied with and not being violated (e.g., no obscenity, defamation or abusive language, no content that may infringe rights), and we have the right to block, remove and/or report any such communications and activities as appropriate. We may keep records of users' messages and, among other things, the email addresses involved.

## **Links to Other Sites**

From time to time we may offer links to other websites from our sites. Other websites may also reference, advertise, or link to our sites. However, we do not endorse or sponsor other websites, are not responsible for the privacy policies, practices or the content of such websites, expressly disclaim any statements or assertions made on such websites, and deny all liability associated with your use of, and the content on, such other websites. You may arrive at one of these websites through clicking on a banner advertisement, as part of a co-branding arrangement, or simply by selecting a link on any of our website pages. These websites might issue their own cookies or collect Personal Information, so please use caution when visiting an external site. We are not responsible for the actions or policies of such third parties with respect to Personal Information or other information you may give them, and you should carefully read and understand the applicable privacy policy whenever you provide Personal Information to anyone.

## **Policy Governs Use: Changes to Privacy Policy**

The terms of this Privacy Policy will govern the use of any information collected while it is in place. RTSW reserves the right to change this Privacy Policy at any time, so please re-visit this page often.

## **Questions**

If you have any questions or comments about our Personal Information practices or about this Privacy Policy, please contact us at 865.325.0044 or write to us at:

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