

Pinnacle Sports Privacy Policy

Pinnacle Sports, LLC (referred to herein as “Pinnacle”, “we”, “our” or “us”) is committed to protecting the privacy of your and/or your child’s personal information collected in the operation of our business, including, without limitation, personal information collected through you or your child’s registration or participation in any activities or leagues at our complex, access to our website or use of our complex or any ancillary services provided by us. This Privacy Policy explains Pinnacle’s privacy policy and procedures in connection with data collection and usage. In particular, this Privacy Policy is provided to inform you about the following:

- The personal information that Pinnacle may collect about you or your child;
- How Pinnacle may use and disclose such personal information; and
- The security measures employed by Pinnacle to safeguard such personal information.

By submission of personal information to Pinnacle, you consent, on behalf of you and/or your child, to the terms of this Privacy Policy. If you do not agree with this Privacy Policy, you and your child should not submit any personal information to us; provided that refusal or failure to submit any required information may prohibit you or your child from participation in certain activities provided by Pinnacle or from use of Pinnacle’s website or sports complex.

Personal Information

Pinnacle may obtain and collect personal information regarding you and/or your child in the registration documentation completed by you in connection with you and/or your child’s participation in any of our activities or leagues, access to our website or use of our sports complex. The completion of the required information in such registration documentation is mandatory for participation in such activities or leagues or use of the sports complex. Such personal information may include you and/or your child’s name, address, telephone number, e-mail and ip address, social security or drivers license number, personal health information and emergency contact information, as well as other information contained in such registration forms.

In addition, Pinnacle may obtain and collect personal information in the form of remarks, suggestions, ideas or other information submitted by you to Pinnacle through information requests, e-mails, surveys, contests/sweepstakes or other submissions to us. Such information is submitted on a completely voluntary basis and is not required as a condition to participation in such activities or leagues or use of the website or sports complex.

How Personal Information is Used

Any personal information submitted by you may be shared internally at Pinnacle between management and its employees and agents in the administration, marketing and operation of its business. In particular, Pinnacle may use such information in order to better develop its products and services, market its business to you, to notify you about our products and services and to customize your use of our web site.

Any personal information submitted by you, including any personal health information about you and/or your child, may also be shared with the administrators, coaches and other supervisors of any leagues or other activities operated from or at our sports complex for the sole purpose of marketing or operation of such leagues and activities, now and in the future. Further, such personal health information will be used for the safety and care of participants of leagues and activities operated at or from our complex. Such administrators, coaches and supervisors may not be employees, agents or representatives of Pinnacle and are specifically prohibited from using this information for any other purpose. However, Pinnacle is in no

manner, liable for the actions or omissions of such administrators, coaches and supervisors. In addition to this policy, any personal health information obtained or collected by us will be kept in accordance with the Pinnacle Sports HIPAA Privacy Policy.

Pinnacle will not sell, rent or barter any personal information collected by us. Pinnacle will not divulge or disclose any personal information collected by us, except as provided in this Privacy Policy or as otherwise permitted by law. Notwithstanding anything to the contrary in this Privacy Policy, Pinnacle reserves the right to transfer your personal information to a third party in connection with the sale, assignment or other transfer of our business or where reasonably necessary to comply with any law or court order.

Safeguards and Security

Pinnacle maintains physical, electronic and procedural safeguards that comply with federal regulations to guard you and/or your child's personal information. These safeguards include reasonable measures to assure their reliability and reasonable precautions to protect it from loss, misuse and unauthorized access, disclosure, alteration and destruction of personal information. However, we do not ensure or warrant the security or accuracy of any information stored by us. By submitting any information to us, you acknowledge that such information is not totally secure and agree to hold us harmless for any failure to maintain the security of such information.

Use of Pinnacle Web Site

You and/or your child may generally visit Pinnacle's web site without having an account or providing any personal information. The web site may track general information regarding you and/or your child's use of the web site, which will be used to operate, maintain and improve the features and functionality of the web site. This information may also be aggregated with other information to track overall user traffic patterns. Such aggregate information may include, without limitation, the daily number of visitors to the web site and content accessed during use of the web site. Such information may then be used to customize and change the web site and the advertising and marketing efforts of Pinnacle.

Certain functions on the web site require you to register with Pinnacle. Any personal information collected by us on the web site will be used in accordance with this Privacy Policy.

Pinnacle's web site reserves the right to use *cookie and web beacon* technology. This technology does not obtain personal information. By using this technology, we will be able to customize you and/or your child's use of the web site and will be able to determine the effectiveness of our marketing efforts. A *cookie* is an element of data that is sent by a web site to be stored in your web browser so that the web site can recognize you the next time you visit the web site. A web beacon is an object that is often used with cookies that is embedded in a web page and is usually invisible to the user but allows us to monitor the behavior of the user visiting the web site. You may set your web browser to notify you when you receive a *cookie*, which will allow you to accept or reject the *cookie*. However, if you decide not to accept a *cookie*, you will limit the ability to personalize you and/or your child's visit to our web site.

Our web site is not to be used to send unsolicited, commercial emails or submissions. All users of our web site certify that all persons, to whom any content has been forwarded from the web site, have opted in to receiving such content and addresses. Web site users certify that they will not use rented or purchased lists, email append lists or any other list that contains email addresses captured in any other method than opt-in. Web site users are responsible for compliance with laws and policies concerning the distribution of content from our site.

Web Site Links

For user convenience, our web site may contain links or may be linked to other web sites not owned, controlled or maintained by us. Our web site is not responsible for and makes no representations regarding the privacy practices of these linked sites. We strongly encourage you and/or your child to review the privacy policy of any site that you and/or your child visit.

Children's Privacy

Pinnacle does not intend to collect, through our web site or any other means, any personally identifiable information from children under the age of 13 without verifiable parental or legal guardian consent. If you are aware of any personal information being submitted to our web site by a person under the age of 13 without proper consent, please contact us immediately at info@pinnaclesports.org. If we determines that a child under the age of 13 has provided personally identifiable information in violation of this policy, we will delete such information from our files. Upon the request of a parent or legal guardian of a child under the age of 13, Pinnacle will provide: (1) a description of the specific types of personal information collected from the child by us; (2) the opportunity to refuse to permit our further use or maintenance of personal information from that child, subject to the terms of this Privacy Policy; and (3) a means for the parent to obtain any personal information collected from that child. We will not request any more personal information than is reasonably necessary to participate in any league or Pinnacle activity.

Opt-Out

Pinnacle may use your personal information in order to notify you of upcoming events, programs and leagues at our complex or to otherwise market our business to you. If you do not wish to receive any mailings, notices, e-mails or other communications from us, you may request to be taken off our mailing and distribution list by contacting us at info@pinnaclesports.org.

Modifications and Revisions

Pinnacle may, in its sole discretion, modify or revise this Privacy Policy at any time. Any changes or revisions to this Privacy Policy will be posted on our web site. Accordingly, you should visit our web site periodically to review the most updated Privacy Policy.

Contact Us

If you have any questions, comments or complaints regarding this Privacy Policy or want access to the personal information collected about you, you may contact us by e-mail at info@pinnaclesports.org. We will make reasonable efforts to answer your questions or comments, to address any complaints and correct or amend any personal information where it is inaccurate. However, we do not guarantee a response to such questions, comments or complaints.