

PRIVACY POLICY

Updated May 24, 2018

This Privacy Policy applies to www.diamond-sports.com and www.diamonddugout.com (collectively, "the Websites") operated by Diamond Sports ("DIAMOND", "we", "our") and tells you how we collect, use, share and protect information about users of our sites ("you"). This Privacy Policy also tells how you can access and update your information and make certain choices. You agree that your use of the Websites signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, do not use the Websites or give us any of your information.

This Privacy Policy provides important information in the following areas:

1. Collection and Retention of Your Information
2. Use of Your Information
3. Protection of Your Information
4. How to Opt Out / Request Your Information to Review, Edit or Delete
5. Other Important Information
6. Contact Information

1. COLLECTION AND RETENTION OF YOUR INFORMATION

We collect two types of information from you: (a) information that you voluntarily provide to us, and (b) information that is derived through automated tracking mechanisms:

a)Information Provided Voluntarily

Registration Information

In order to fully access some services on the Websites, you may have to complete a registration process, during which we will collect personal information about you. The information may include your name, address, telephone number, and email address. We do not collect any other personally identifiable information about you except when you specifically provide such information to us on a voluntary basis. By registering with us, you consent to the use and method of disclosure as described in this Privacy Policy.

Voluntary Information for Services and Features

We also collect personally identifiable information when you choose to use certain other features of the Websites, including: i) making purchases, ii) consenting to receive email about upcoming promotions or events, iii)

commenting on products, and iv) links to our Facebook pages, Twitter, etc. When you choose to use these additional features, we require you to provide your contact information in addition to other personal information such as your phone number, billing and shipping addresses and credit card information that may be required to complete a transaction. Occasionally, we may also request information such as your shopping preferences and demographics which will help us better serve you and our other users in the future. You may set most internet browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser, but please note that if you choose to erase or block your cookies, you may need to re-enter your original user ID and password to gain access to certain parts of the Websites.

This information may be retained for a period of at least seven years.

b) Information Derived Through Automated Tracking Mechanisms

We may permit certain trusted third parties to track usage, analyze data such as the source address that a page request is coming from, your IP address or domain name, the date and time of the page request, the referring website (if any) and other parameters in the URL. This is collected in order to better understand our Site usage, and enhance the performance of services to maintain and operate the Websites and certain features on the Websites. We may use third parties to host the Websites; operate various features available on the Websites; send emails; analyze data; provide search results and links and assist in fulfilling your orders.

This information is kept for a period of no longer than 30 months.

WE ARE NOT LIABLE OR RESPONSIBLE FOR THE PERSONALLY IDENTIFIABLE OR OTHER INFORMATION YOU CHOOSE TO SUBMIT IN PUBLIC FORUMS SUCH AS A BULLETIN BOARD, CHAT ROOM, FACEBOOK PAGE, TWITTER, OR ANY OTHER PUBLICLY ACCESSIBLE AREA.

2. USE OF YOUR INFORMATION

The Websites only use your personal information for the original purpose for which it was given. Your personal information will not be sold to unaffiliated third parties without your approval at the time of collection.

Other than described herein, DIAMOND will not disclose, use, give or sell any personal information to third parties for any purposes other than to our suppliers and other third parties who need to know in order to deliver services on behalf of DIAMOND, unless required to do so by law. Further, DIAMOND reserves the

right to contact you regarding matters relevant to the underlying service provided and/or the information collected.

Please note that personally identifiable information is used only to provide you with a more enjoyable, convenient online experience and to help us identify and/or provide information, products or services that may be of interest to you. We use your personally identifiable information to support and enhance your use of the Websites and their features, including without limitation: fulfilling your order; providing customer service; and otherwise supporting your use of the Websites.

DIAMOND may use your personal information for targeted advertising toward you based on things such as region, gender, interests, goals, habits, etc.

We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

DIAMOND may disclose contact information in special cases where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms and Conditions of Use or may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities.

You will receive notice when your personally identifiable information might be provided to any third party for any reason other than as set forth in this Privacy Policy, and you will have an opportunity to request that we not share such information.

We use non-identifying and aggregate information to better design our website and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

3. PROTECTION OF YOUR INFORMATION

We are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorized access to or unauthorized alteration, disclosure or destruction of data. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no system is completely secure, we believe the measures we

have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

We use industry standard encryption for sensitive financial information such as credit card information supplied to our online store. Please note however that there are many independent online stores that sell Diamond products but are not owned or operated by Diamond and may have different practices. You should read the privacy policy of any such site before using them.

It is important that you take measures to keep your information secure. Choose difficult online passwords and don't share them or store them. Log out of your accounts after every online session. Know the risks involved with using a shared or public computer or Wi-Fi network. You should also make use of privacy settings and controls.

4. HOW TO OPT OUT / REQUEST YOUR INFORMATION TO REVIEW, EDIT, OR DELETE

a) To Opt Out

If you no longer wish to receive marketing emails, you may opt-out by clicking on the UNSUBSCRIBE link in the footer of any such marketing emails.

b) To Request Your Information to Review, Edit, or Delete

Send your request by email to compliance@diamond-sports.com.

5. OTHER IMPORTANT INFORMATION

a) This Privacy Policy Applies to Consumers Only

This Privacy Policy does not apply to business customers, such as retailers and distributors. It also does not apply to employment-related purpose or business-to-business related purposes.

b) Children's Privacy and Parental Controls

We do not knowingly collect personal information from children under 13. Nevertheless, our databases may contain personal data of individuals under 13 because it is not always possible to determine the age of the user. DIAMOND believes that parents should supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address and other personal information without parental permission.

c) Disclaimer to Security

By consenting to the Terms and Conditions of the Websites and hence the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

d) Notification of Changes

DIAMOND reserves the right to change this Privacy Policy from time to time at its sole discretion. If at some point in the future, there is a change to our Privacy Policy, unless we obtain your express consent, such change will only apply to information collected after the revised Privacy Policy took effect. Your continued use of the Websites indicates your assent to the Privacy Policy as posted.

6. CONTACT INFORMATION

If you have any questions or concerns regarding this Privacy Policy please contact:

Diamond Sports
Attention: Compliance
PO Box 55090
Irvine, CA 92619-5090

Or email us at: