



## Privacy Statement

Effective December 1, 2005

This site ("Website") is owned by the Championship Cup Series and its parent company American SportBike Racing Association, LLC ("ASRA," "CCS," "we," "our" or "us").

By using this Site, you signify your assent to this privacy policy. We may change the policy from time to time, and we encourage you to check this page periodically to see changes we may have made.

This Privacy Statement describes how we use and handle information collected from you by our websites:

- What kinds of information we collect from users and how the information is collected.
- How we use the information we collect and how to opt-out of receiving communications.
- How we use cookies, web beacons, and similar site-enhancing technologies.
- The circumstances under which we disclose user information to third parties.
- Our security procedures.

If you have any questions or concerns about this policy, please email us at [info@ccsracing.us](mailto:info@ccsracing.us). Any official correspondence must be mailed via postal mail to "General Counsel c/o Legal Department" using the current address listed on our Contact page.

### The Information We Collect and How We Collect It

Like many websites, this Site's web servers automatically collect the Internet Protocol addresses, but not the email addresses, of visitors. We may use this information to measure the number of visits, average time spent on the site and pages viewed as well as to diagnose problems with our servers and to administer the site. We may then use this information to analyze and improve the features and functionality of this Site. This information is generally non-personally identifiable.

We do not knowingly collect personal information, including contact information, from children under age 13. In the event that a child under the age of 13 attempts to register on our site, we will NOT accept the registration and will delete information received from the child.

## **How We Use the Information We Collect**

We collect and store information about you and statistics about your use of our site both in an aggregated, non-personally identifiable way and in a manner that may allow us to identify you personally. For example, we may use information about you and other site visitors on an aggregated basis to sell and deliver advertising, promotions and content that we believe will be of interest to you. We may use personally identifiable information in similar ways. For example, we may use your email address or mobile telephone number's messaging capability to send you special announcements or notifications of events or services that may be of interest to you and to verify and authorize the use of your credit card. We may use your mailing address to fulfill orders of merchandise and other products as well as to send you announcements and notifications that may be of interest to you.

## **Cookies, Web Beacons, and Similar Technologies**

Our site may use cookies, web beacons or similar technologies. These technologies consist of small amounts of computer code sent to your browser by websites that are stored on your device or hard drive. We may use them to improve the functionality of our site, to help us tailor the site to your interests, and to understand better how users use this Site. They enable us to recognize you when you return and can keep track of information specific to you. We use them to improve the functionality of our site, and we will not use these technologies to transfer information about you to others except as otherwise provided in this privacy statement.

Sometimes, you may receive such cookies or other files from advertisers or other sites that you link to from this Site. This is common practice on the Internet. We do not control these files and they are not subject to this privacy policy. You may set your browser to require your permission before you receive a cookie.

## **Disclosing User Information to Third Parties**

From time to time, we may share your email address with venues where events occur, with promoters of events, with other American SportBike Racing Association companies and with third parties. The venue, promoter, our companies or third party may send you announcements and notifications of events, products or services that might be of interest to you. These announcements may include gift certificates, sweepstakes, contests, promotions, giveaways and merchandise offerings. Your mailing address may be shared with your credit card company in order to verify that you are an authorized user. It may also be shared with the venue, promoter of the ticketed event or ticket agent, such as Ticketmaster, in order for them to mail tickets or event information to you.

When you make purchases on the Site, or use certain features on the Site, we request you to provide financial information such as account or credit card numbers. We will use your financial

information to bill you for products and services or otherwise process your transactions. By making a purchase on the Site, you consent to our providing your financial information to our service providers and to such third parties as we determine is necessary to process your transactions. These third parties may include the credit card companies and banking institutions used to process the transaction. By purchasing products or services of third parties (such as magazine subscriptions) offered on the Site or when you purchase tickets on the Site from our ticketing partners, you also consent to our providing your financial information to those third parties. Any of these various third parties are authorized to use your financial information in accordance with our contractual arrangements with such third parties and in accordance with their own privacy policies, over which we have no control.

From time to time, we may enter into a relationship with another company that is not owned by ASRA or affiliated with us. These relationships may include "powered by" partners, business or ticketing affiliates, sponsors and co-branded sites. Personal information that you have provided us may be shared with these third parties. Also, when you purchase event tickets directly from us on a CCEntertainment website, on a co-branded page, or from a ticketing agent such as Ticketmaster, your information will be shared with the venues, promoters, artists and other third parties associated with the event for which you buy tickets. Because these third parties will use information about you in accordance with their own privacy rules, you should check their websites for their privacy policies.

In some situations, the law will require us to disclose information about you to the government or other third parties, or third parties may unlawfully intercept Internet transmissions or private communications. If asked or required by law, we may release information about you to law enforcement, other government officials or private entities if we believe it is necessary or appropriate to investigate or resolve possible problems or inquiries, such as in court or regulatory proceedings.

### **Links to Outside Websites**

This Site contains links and references to other websites and organizations, including websites not under the control of American SportBike Racing Association, LLC. Please note that different rules may apply to the collection, use or disclosure of your information by operators of these third-party websites. We encourage you to investigate and ask questions before disclosing information to third parties. Although we try to link only to sites with high standards regarding privacy, ASRA is neither responsible for nor makes any warranties or representations regarding the privacy practices of any of the linked sites.

## **Public Forums**

This Site may make available chat rooms, forums, CCS Fan Forums and news groups. Please remember that information you disclose in these areas becomes public information and you should exercise caution when disclosing personal, financial or other information in any of these forums.

In the event that a child posts personal information in a public forum such as a chat room, we will attempt to delete that information once we become aware of it.

## **Information Security**

American SportBike Racing Association, LLC uses reasonable precautions to keep your personal information secure and to disclose such information only to third parties we believe to be responsible. We employ reasonable security measures consistent with standard industry practice for information collected through the site. We believe that we have adequate security measures in place in our physical facilities to protect against the loss, misuse or alteration of the information that we collect on the site. However, ASRA's affiliates and third-party Internet sites and services that are accessible through this Site, or parties who collect data in connection with sweepstakes, promotions and other activities, have separate privacy and data collection practices, independent of us. We cannot bear responsibility or liability for the actions of any third parties who may receive the information.

## **European Union and other International Residents**

This site is governed by and operated in accordance with the laws of the United States and is intended for the enjoyment of U.S. residents. We make no representations that the site is governed by or operated in accordance with the law of other nations. By using it, visitors from outside the U.S. acknowledge that the site is subject to the laws of the United States of America and those of the state of Texas and waive any claims that may arise under their own state or national laws.