

Privacy Notice

This Privacy Notice (“Notice”) applies to personal data Elevate Sports Ventures LLC and its affiliated entities (collectively, “Elevate,” “we,” “us,” or “our”) process. This Notice also covers rights and choices related to your personal data.

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Data We Collect

We collect personal data about you in different ways. For example, we collect personal data:

- Directly from you. This includes when you make an account, sign up to get our emails, buy from us, or contact us.
- Automatically. This includes through cookies, server logs, and other tools on our website or apps.
- From other sources. These can include our affiliates, vendors, social media, publicly available sources, and other companies. We may also receive your personal data from someone who purchases event entries or hospitality packages for you, or if you attend a hospitality or other event as a guest.

The following are a few examples of our collection and use of data:

Context	Examples of Personal Data	Primary Purpose
Account Registration	If you create an account with us, we will collect your name and contact information. We may also collect information about the actions that you perform while logged in.	We have a legitimate interest in providing account related functionalities to users. Accounts can offer easy checkout, saved preferences, and purchase history.

Context	Examples of Personal Data	Primary Purpose
Client Information	We collect the name and contact information of our clients and their employees with whom we may interact.	We have a legitimate interest in contacting our clients and communicating with them about business activities such as projects, services, and billing.
Demographics	We collect personal data, such as your age or your region.	We have a legitimate interest in understanding our users and potential customers better.
Email Interactions	If you receive email from us, we may use tools to capture when you open our message, click on links or banners in it, or make purchases after receiving an email.	Where required by law we will ask for your consent. Otherwise, we have a legitimate interest in understanding how you engage with our messages.
Feedback/Support	If you provide feedback or contact us for support, we may collect your name, email, and phone number, as well as other content that you send.	We have a legitimate interest in receiving and acting upon feedback.
Job Applicants	If you apply for a job with us, we collect personal data needed to process your application. This may include your resume.	Sometimes we are required by law to collect personal data about applicants. We also have a legitimate interest in using personal data to evaluate your application or consider you for other positions. If you become an employee, we will provide you with a separate privacy notice that explains how we collect, use, and share additional personal data about our employees.
Talent	If you provide us with your candidate information as part of our talent placement services, we will collect and process this data in the course of our services. This may include any personal data on your resume and other personal data that you may choose to provide.	We have a legitimate interest in using personal data to provide our clients with talent placement services. We will not share your personal data with our clients without your consent. Additionally, we may use sensitive personal data (e.g., race and ethnicity) that you elect to provide to us through voluntary talent self-identification surveys to help us be more inclusive and promote diversity.

Context	Examples of Personal Data	Primary Purpose
Mailing Lists (SMS)	When you sign up for our text messaging lists, we collect your contact information.	Where required by law we will ask for your consent, otherwise we have a legitimate interest in sharing information about our products and services. We do not share your mobile number with third parties for their own marketing purposes without your consent.
Mailing List (Email)	When you sign up for our mailing lists, we collect your contact information.	Where required by law we will ask for your consent, otherwise we have a legitimate interest in sharing information about our products and services.
Mobile Devices	We collect personal data your device broadcasts when you visit our website.	Where required by law we will ask for your consent, otherwise we have a legitimate interest in identifying unique visitors and understanding how users engage with us on their mobile devices.
Order Placement	We collect your name, billing, shipping, and email addresses, phone number, and payment information when you place an order.	We use your personal data to perform our contracts to provide products and services, including ticketing, hospitality and experience products for live events.
Partner Promotion	We collect personal data that you provide as part of co-branded promotions with other companies.	We have a legitimate interest in fulfilling our promotions. Note that many co-branded promotions involve the collection of personal data by us jointly with the other company identified in the promotion. Where personal data is jointly collected, your personal data may be processed by both companies. This privacy notice applies to our use of your personal data. You should review the privacy notice of the other company identified to understand their use of your personal data.
Surveys and Market Feedback Studies	We collect personal data you share through surveys and market feedback studies as part of our business intelligence and insights service offerings. If a third-party offers a survey, the third party's privacy notice also applies to the collection, use, and disclosure of your personal data.	We have a legitimate interest in understanding your opinions.
Sweepstakes or contests	When you enter a sweepstakes, giveaway, promotion	We have a legitimate interest in operating the sweepstakes or contest. We may also be required by

Context	Examples of Personal Data	Primary Purpose
	or other similar contest, we collect personal data about you such as your contact information.	law to collect such personal data based on the nature of the sweepstakes or contest.
Use of Our Website	We use technology (e.g., a cookie or a pixel) to learn how you engage with both our websites and the websites of clients we serve. This may include information such as which links you click or what you type into online forms. We may also track your IP address, the website that referred you to us, and personal data about your device.	Where required by law we will ask for your consent, otherwise we have a legitimate interest in making our website operate. We use this information to understand how you interact with our and our clients' websites, gather analytics, improve those websites, and learn your preferences, and to help detect and prevent fraud.
Website Targeted Advertising Technology	We may let third parties place tracking technology on our websites (e.g., a cookie or a pixel). The third party might also collect personal data over time and across other websites. Among other things, they may use this personal data to serve ads tailored to your interests, which may include ads about our products or services.	Where required by law, we base the use of third-party tracking technologies upon consent. Users should see our Cookie Preference Center available on our website for more information. You can also find more information about your options with regard to this technology in the Your Choices section below.
Event Entry and Attendance	We may process your personal data when you attend events that we host, promote, or otherwise make available. This may include your name, contact details, ticket or credential information, seating	We process this personal data as necessary to perform our contracts to provide event, ticketing, hospitality, and related services. We also have a legitimate interest in administering event entry and attendance, managing guest lists, seating and hospitality allocations, maintaining security, protecting attendees and our business, providing guest services, and preventing fraud, misuse, or unauthorized transfer or resale of tickets, passes, or credentials. In some cases, we may also process this personal data to comply

Context	Examples of Personal Data	Primary Purpose
	or hospitality details, records of attendance, and information collected in connection with event access, security, health and safety, and guest services. This may also include CCTV footage, photographs or video recordings taken at the event, and information about dietary requirements or accessibility needs that you choose to provide.	with legal obligations, including health and safety and security requirements. Where required by applicable law, we will ask for consent before processing personal data.
Identity Verification	We may process personal data to verify your identity, age, or eligibility to attend an event or access certain event-related services. This may include asking you to present a government-issued identification document and, where necessary, recording information from that document.	We process this personal data as necessary to perform our contracts to provide event, ticketing, hospitality, and related services. We also have a legitimate interest in verifying identity and eligibility, administering event access, maintaining security, protecting attendees and our business, and preventing fraud or misuse. In some cases, we may also process this personal data to comply with legal obligations or organizer requirements.
Guest and Attendee Information	We may process personal data about guests and attendees where event entries, tickets, credentials, or hospitality packages are purchased or arranged on their behalf. This may include names, contact details, employer or organization, guest	We process this personal data as necessary to perform our contracts to provide event, ticketing, hospitality, and related services. We also have a legitimate interest in administering guest attendance, managing event logistics, facilitating communications with purchasers and attendees, and providing appropriate hospitality, accessibility, and guest services. Where required by applicable law, we will ask for consent before processing personal data.

Context	Examples of Personal Data	Primary Purpose
	list and seating information, hospitality package details, and any dietary requirements, accessibility needs, or other preferences that are provided to us.	
Event Photography and Publicity	We may process photographs, video recordings, audio recordings, and related personal data captured at hospitality or other events that we host, promote, or otherwise make available.	We process this personal data as necessary to administer and document our events and, where permitted by law, for marketing, publicity, promotional, archival, and related business purposes. We may also have a legitimate interest in maintaining records of our events and promoting our business and services. Where required by applicable law, we will ask for consent before processing personal data.

Sensitive Personal Data Disclosure. We may collect the following categories of sensitive personal data (as defined under relevant laws): 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, race and ethnicity. If you are attending one of our hospitality or other events, you may also elect to provide us with information relating to any health-related conditions or disabilities. We collect this personal data to process transactions, comply with laws, manage our business, or provide services. Note that we do not use such data for any purposes that are not identified within Cal. Civ. Code § 1798.121. We do not “sell” or “share” sensitive personal data for cross-context behavioral advertising, although we may transfer it to third parties when you instruct us to do so. When that occurs, third parties will use it for the purposes indicated in their privacy notices.

How We Use Data

We also use personal data to:

- Manage ticket inventory.
- Provide access to hospitality or other events that we provide or make available.
- Identify you when you visit our sites.
- Complete transactions.
- Improve or create services and products.
- Conduct analytics.
- Connect with you (e.g., addressing your requests, inquiries, issues, or feedback).
- Market our products or services.
- Use photographs, video, and other event-related content for promotional, publicity, archival, and related business purposes, where permitted by law.
- Market the products or services of our business partners.

- Find and prevent malicious, deceptive, fraudulent, or illegal activity.
- Find and prevent security incidents.
- Enforce our policies and agreements.
- Debug, find, and fix errors that impair our website and services.
- Comply with legal or regulatory obligations.
- Establish or exercise our rights
- Defend against legal claims.
- Manage our relationships.
- For other reasons with your consent.

The sections above describe our main purposes in collecting your personal data, but often we have multiple purposes. As a result, our processing of your personal data is based in different contexts on your consent, our need to perform a contract, our legal obligations, and/or our legitimate interest in conducting our business.

To the extent we store and use deidentified personal data, we will not try to reidentify the personal data, except to test our deidentification methods. If we share deidentified personal data we will obligate the recipient not to try to reidentify the personal data.

How We Share Data

In addition to the specific situations discussed elsewhere in this Notice we may share personal data in the following situations:

- **Affiliates and Acquisitions.** We may share personal data with our affiliates (*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If a company acquires or enters negotiations to acquire, our company, business, or assets, we may share personal data with that company.
- **Other Disclosures without Your Consent.** We may share personal data to cooperate with law enforcement, participate in a legal process, or for legal compliance. We may share your personal data to establish or exercise our rights, to defend against legal claims, to investigate, prevent, or act on possible illegal activities, threats to safety of person or property, or a violation of our policies. Your personal data may be shared to ship products to you.
- **For Talent Placement.** We may share your personal data with third party clients whom we represent that are searching for talent to fill vacant positions within their organizations. We provide our clients your personal data after receiving your consent.
- **Public.** Some of our websites may allow for comments or reviews in a public forum. If you post on these pages, what you share may be publicly available.
- **Service Providers.** We may share your personal data with service providers. Service providers may help us to run our website, conduct surveys, provide technical support, process payments, fulfill orders, and more.
- **Event and Hospitality Fulfillment Partners.** We may share personal data with event organizers, venues, hospitality operators, hotels, transport and logistics providers, accreditation and security providers, and other partners involved in delivering, administering, or supporting the event, hospitality package, or related services that you purchase, attend, or use.

- **Professional Services.** We may share personal data with our professional service providers, such as auditors or lawyers.
- **Other Disclosures with Your Consent.** We may share your personal data with third parties when you consent or direct us to.

Some laws require us to disclose whether the following categories of personal data are collected , shared with third parties for a “business purpose,” or “sold,” or transferred for “valuable consideration.” The table below indicates the categories of personal data we collect and transfer in a variety of contexts. We do not “sell” your personal data for money or other valuable consideration. Because our services are not intended for children, we have no actual knowledge that we share any personal data of individuals who are under 16 years of age for targeted advertising purposes.

Category of Personal Data	Category of Recipients		
	Disclosures for a Business Purpose	Sharing for Targeted Advertising	Sales
Identifiers – this may include things like name, alias, postal address, unique personal identifier, online identifier, email address, or account name.	• Affiliates or subsidiaries. • Business partners. • Data analytics providers. • Internet service providers. • Joint marketing partners. • Operating systems and platforms. • Other Service Providers. • Payment processors and financial institutions. • Professional services organizations, this may include auditors and law firms.	• Advertising networks.	• N/A
Government Issued Identification – this may include things like social security number, driver’s license number, or state issued identification number.	• Affiliates or subsidiaries. • Internet service providers. • Other Service Providers. • Professional services organizations, this may include auditors and law firms.	• N/A	• N/A

Category of Personal Data	Category of Recipients		
	Disclosures for a Business Purpose	Sharing for Targeted Advertising	Sales
Financial Information – this may include bank account number, credit card number, debit card number, and other financial information.	• Affiliates or subsidiaries. • Operating systems and platforms. • Other Service Providers. • Payment processors and financial institutions. • Professional services organizations, this may include auditors and law firms.	• N/A	• N/A
Characteristics of Protected Classifications – this may include age, sex, race, ethnicity, physical, or mental handicap, etc.	• Affiliates or subsidiaries. • Business partners. • Talent placement partners. • Other Service Providers. • Professional services organizations, this may include auditors and law firms.	• N/A.	• N/A
Commercial Information – this may include personal data about products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	• Affiliates or subsidiaries. • Business partners. • Data analytics providers. • Internet service providers. • Joint marketing partners. • Operating systems and platforms. • Other Service Providers. • Payment processors and financial institutions.	• Advertising networks.	• N/A

Category of Personal Data	Category of Recipients		
	Disclosures for a Business Purpose	Sharing for Targeted Advertising	Sales
	Professional services organizations, this may include auditors and law firms.		
Internet or Other Electronic Network Activity information – this may include browsing history, search history, and personal data regarding an individual’s interaction with an internet website or ad.	- Affiliates or subsidiaries. - Business partners. - Data analytics providers. - Internet service providers. - Joint marketing partners. - Operating systems and platforms. - Other Service Providers. - Payment processors and financial institutions. - Professional services organizations, this may include auditors and law firms.	Advertising networks.	N/A
Geolocation Data – this could include precise or non-precise geolocation information.	- Affiliates or subsidiaries. - Business partners. - Data analytics providers. - Internet service providers. - Joint marketing partners. - Operating systems and platforms. - Other Service Providers. - Payment processors and financial institutions. - Professional services organizations, this	Advertising networks.	N/A

Category of Personal Data	Category of Recipients		
	Disclosures for a Business Purpose	Sharing for Targeted Advertising	Sales
	may include auditors and law firms.		
Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information	• Affiliates or subsidiaries. • Business partners. • Data analytics providers. • Internet service providers. • Joint marketing partners. • Operating systems and platforms. • Other Service Providers.	• N/A	• N/A
Professional or Employment-Related Information – this includes, for example, personal data submitted by job applicants or candidates for talent placements.	• Affiliates or subsidiaries. • Business partners. • Talent placement partners. • Other Service Providers.	• N/A	• N/A
Non-Public Education Information (as defined in the Family Educational Rights and Privacy Act)	• Affiliates or subsidiaries. • Business partners. • Other Service Providers. • Talent placement partners.	• N/A	• N/A
Inferences Drawn from any of the Information Listed Above	• Affiliates or subsidiaries. • Business partners. • Data analytics providers. • Internet service providers. • Joint marketing partners. • Operating systems and platforms.	• Advertising networks.	• N/A

Category of Personal Data	Category of Recipients		
	Disclosures for a Business Purpose	Sharing for Targeted Advertising	Sales
	• Other Service Providers. • Professional services organizations, this may include auditors and law firms.		

Your Choices

Some jurisdictions give you a right to make the following choices:

- **Access.** You may request access to your personal data or confirmation that we have personal data about you. In certain limited cases, you may ask to receive access to your data in a portable, machine-readable form.
- **List of Third-Party Recipients.** You may request a list of the categories of third parties to which we have disclosed personal data and, in some cases you may also request the specific third parties to which we have disclosed personal data. You can find that information in the table above under the “How We Share Data” section.
- **Change.** Some of our websites may allow you to change your account profile. If our website does not permit you to update or correct certain personal data, you can ask us to correct inaccurate or incomplete personal data by submitting a request in accordance with the instructions below. We may keep historical data in our backup files as permitted by law.
- **Deletion.** You may ask us to delete your personal data. If required by law, we will grant such a request, but note that in many cases, we must keep your personal data to comply with legal obligations, resolve disputes, enforce agreements, or for other business purposes.
- **Opt-out of Website Targeted Advertising.** You may opt-out of online targeted advertising (e.g., cookies) by referring to the Cookie Preference Center or by clicking the “Your Privacy Choices” link on our homepage. Note that if you change browsers or devices, or if you clear your browser’s cache, you may need to click the link again to apply your preference.
- **Objection to or Restriction of Certain Processing.** In certain circumstances, you may object to the processing of your personal data, or ask that we restrict processing of your personal data. To do so, submit a request in accordance with the instructions below.
- **Limit the Use of Sensitive Personal Data.** You may request that we limit the use of your sensitive personal data.
- **Promotional Emails.** You may provide us with your email address to allow us to send newsletters, surveys, offers, or other promotional content , as well as targeted offers from third parties. You can stop receiving such emails by following the unsubscribe instructions at the bottom of those emails. If you choose not to receive such emails, we may still send you service-related communications.

- **Promotional Text Messages.** If you get a text message from us that has promotional content, you can opt-out of future text messages by replying “STOP.”
- **Revocation Of Consent.** Where we process your personal data based upon consent, you may revoke consent. Note, if you revoke consent for processing personal data, we may no longer be able to provide you some types of services.
- **California Shine the Light.** If you would like more information on the categories of personal data (if any) we share with third parties or affiliates for those parties to use for direct marketing, submit a written request using the information in the “Contact Information” section below.

Not all the rights above are absolute, and they do not apply in all circumstances. We may limit or deny a request because the law permits or requires us to. We will not discriminate against individuals who exercise a privacy right.

Submitting Requests

You may exercise the above rights by contacting us via the contact information below or via the applicable links on our websites. If you disagree with our denial of a request, you may appeal our decision using the contact information below.

We will require you to prove your identity when making most types of requests. We may verify your identity by phone or email. Depending on your request, we may ask for personal data such as your name, the last item you purchased from us, or other documentation confirming your identity.

In some circumstances, you may designate an authorized agent to exercise rights on your behalf.

How We Protect and Retain Data

No method of internet transmission or electronic storage is fully secure. While we use reasonable efforts to protect personal data, we cannot guarantee its security. If we are required to inform you about a security incident, we will do so electronically, in writing, or by phone, as the law permits.

Some of our websites permit you to create an account. You are responsible for selecting a unique and complex password and keeping it confidential. You are responsible for any access to or use of your account by someone who has obtained your password, whether or not you approved of such access or use. Notify us of unauthorized use of your password or account immediately.

We keep your personal data for only as long as necessary to fulfill the purposes in this Notice unless a longer retention period is required or permitted by law. This includes the purposes of satisfying legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data. We also weigh the potential risk of harm from unauthorized use or disclosure of the data, the purposes for which we obtained the data and whether we can meet those purposes through other means, as well as applicable legal requirements.

Transmission Of Personal Data To Other Countries

As a multi-national company, we may process your personal data in a jurisdiction with less stringent privacy laws than the laws of the jurisdiction in which you reside. Where possible, we treat personal data using the same privacy principles that guide the law of the jurisdiction in which we first receive your personal data. For more information you can contact us using the contact information below. You may also request a copy of any Standard Contractual Clauses we use for the transfer of your personal data outside of the EEA, which includes the categories of personal data transferred, by contacting us using the contact information below.

Third-Party Applications/Websites

We may provide links to websites and other third-party content or services that we do not own or operate. We have no control over the privacy practices of websites or services we do not own. For details about such third parties' privacy practices, see their privacy notices.

Changes To This Privacy Notice

We may change our Notice and privacy practices. New notices will be published on our website. If changes are likely to have a material impact on our processing of your personal data, we may notify you by email or other direct method. Our Notice shows "effective" and "last updated" dates below. The effective date is the date the current version took effect. The last updated date is the date the current version was last substantively changed.

Children

Our websites and online services are not meant for children under 13 years old, and we do not knowingly collect personal data from children under age 16 without parental consent. Children under 13 should not give us their personal data.

Contact Information

If you have questions, comments, or complaints on our privacy practices, or if you need to access this Notice in a different form due to a disability, please contact us at the contact information below. We will try to address your requests and provide you with additional privacy-related information.

Email: Privacy@oneelevate.com

Mail: Elevate Sports Ventures LLC
3600 South Blvd., Suite 300
Charlotte, NC 28209, USA
Attn: Privacy Department

Phone: +1 (888) 726-0081

Our UK representative for purposes of data protection law is:

Privacy@oneelevate.com

Attn: Privacy Department
ESV International Ltd.
2nd Floor, 1 Hobhouse Court
London, SW1Y 4HH, United Kingdom

Our EU representative for purposes of data protection law is:

Privacy@oneelevate.com

Attn: Privacy Department
Elevate Talent Italy S.R.L.
Via Sant'Agnese 12,
20123, Milano, MI, Italy

If you are not satisfied with our response and are in the European Union or United Kingdom, you may have a right to lodge a complaint with your local supervisory authority.

Effective Date: June 19, 2026

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