

## Privacy Policy

Our Privacy Policy has been updated and has an Effective Date of January 1, 2023.

This TravisMathew Privacy Policy applies to the websites, mobile applications and other interactive features and online services, owned or operated by Topgolf Callaway Brands Corp. or one of its subsidiary or affiliated companies (collectively, "Topgolf Callaway Brands") that post a link to or include this Privacy Policy (collectively, the "Sites"). This Privacy Policy describes our information and privacy practices with regard to the Sites and information we collect offline, which we may combine with online data.

Please take a moment to review this Privacy Policy. Please also review the [Terms and Conditions](#), which governs your use of the Sites. Please note that certain features or services discussed in this Privacy Policy may not be offered on the Sites at any particular time. By using these Sites, you agree to the collection, disclosure, and use of your information as described in this Privacy Policy. If you do not agree with the terms of this Privacy Policy and the applicable Terms and Conditions, do not access or use the services or provide personal information to us.

### Summary

**This summary provides an overview of some important information regarding our collection, use, and sharing of information. PLEASE REVIEW OUR FULL PRIVACY POLICY BEFORE USING OUR SITES.**

- We may collect personal information from you, which we primarily use in connection with your relationship with TravisMathew, your use of the Sites, processing your transactions, and for sending you information from us or on behalf of certain third parties. We also automatically collect information through your use of the Sites, which may include information about your location. We may also collect information about you from third parties. Please review the "[Information We May Collect Through the Sites And How We Collect It](#)" and "[How We May Use the Information Collected](#)" sections of this Privacy Policy for a full description of the information we collect and how we use that information. Remember that if you participate in community forums and similar features on the Site, your information may be public.
- We may share your information with our subsidiaries and affiliates, third party service providers, other third parties for a variety of business purposes, including direct marketing purposes. For more details, please review the section below titled "[Sharing Information with Third Parties](#)".
- TravisMathew works with network advertisers, ad agencies, analytics providers, and similar vendors who may set and access their own tracking technologies (such as cookies and web beacons) and they may otherwise collect or have access to information about you and your interactions with us, and may use that information to serve you targeted ads on our Sites and elsewhere online. For more information, including your opt-out choices, please review the section below titled [Ad and Cookie Policy](#). Certain

states provide additional rights. Please see our sections for residents for California and Virginia below for additional rights you may have.

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## **Information We May Collect Through The Sites And How We Collect It**

We collect information from you directly, automatically when you visit the Sites, and sometimes from third parties. Some of this information may be considered "personal information" or "personal data," and some of which may be considered "sensitive," under various applicable laws. We consider information that identifies you as a specific, identified individual to be personal information (such as your name, phone number, email address), and we treat additional information, including IP addresses and cookie identifiers, as "personal information" where required by applicable law. And, if we combine information that we consider to be non-personal with personal information, we will treat that combined information as personal information under this Privacy Policy. Note that we may de-identify or pseudonymize personal information so that it is non-personal, such as by aggregating it or converting it to a code, sometimes using a function commonly known as a "hash". We maintain and use de-identified data without attempting to re-identify it, except where permitted by applicable law, such as to determine whether our de-identification processes satisfy legal requirements. We will treat de-identified or pseudonymized information as non-personal to the fullest extent allowed by applicable law.

### ***Information You Provide to the Sites Directly***

TravisMathew may ask you to provide information through or to the Sites when you interact with us, including contact information (such as your name, phone number, street address, and

email address) and other information about you, such as demographic information (ZIP code, gender, income, and day and month of birth (for example), and information about your interests and preferences (such as information about your lifestyle or your golf game and your buying preferences). Under certain limited circumstances, for example if you are involved in a promotion, contest, or sweepstakes, we may also collect your Social Security Number (SSN), tax ID, passport number, and TSA pre-check or global entry number. You may provide personal information, demographic data and other information through various forms and features on the Sites.

In addition, some services on the Sites allow you to make purchases online, and therefore require that you supply us with information associated with your credit card information or other accepted form of payment as well as security information like your mother's maiden name.

#### ***Information You Provided Through Market Research Surveys***

We may, from time to time, invite you to participate in market research surveys. The types of information that we collect from you may vary based on the objective of the survey or research activity, but may include your email address and social media handle and your responses to survey questions or forms. Any information you provide by participating in our market research focus groups is entirely voluntary and you have no obligation to provide any personal information or to respond any questions or portion of the research activity.

#### ***Information We Collect Automatically As You Access and Use the Sites***

In addition to any personal information or other information you choose to submit to the Sites, we, and our third-party business partners (including, without limitation, any third-party advertisers and content or analytics providers), may use a variety of technologies that automatically or passively collect certain information whenever you visit or interact with the Sites ("**Site Usage Information**"). This Site Usage Information may include the website browser or operating system you are using, the URL or advertisement that referred you to our Sites, the search terms you entered into a search engine that led you to our Sites, all of the areas within our Sites that you visit and how you interact with our content, and the time of day, the next website you visit after leaving our Sites, among other information. We may use this Site Usage Information for a variety of purposes, including, without limitation, enhancing or otherwise improving the Sites. Site Usage Information is generally non-identifying, but if we associate it with you as a specific and identifiable person, we treat it as personal information.

In addition, we automatically collect your IP address or other unique identifier ("Device Identifier") for your computer, mobile phone, or other device used to access the Sites. We may be able to collect or infer your approximate location through information we collect, such as an IP address. A Device Identifier is a number that is automatically assigned to your device used to access the Sites, and our servers identify your device by its Device Identifier.

#### **Tracking Technologies**

We use certain tracking technologies to collect Site Usage Information and Device Identifiers when you use our Sites, including cookies, web beacons, embedded scripts, and session replay technology. We use these technologies for a variety of reasons, such as to allow us to better understand how you use the Sites and interact with us. For a detailed description of the ways we and third parties collect information automatically and how it is used, please see our [Ad and Cookie Policy](#).

### **Location Data**

We may collect specific information about your location from your device. This may include your precise location. We may collect this using different types of technologies, including GPS and Wi-Fi. If you use our mobile app, we may also access your device's location information in the background. You may be able to turn off the collection of location information through your device settings. However, please note that we may still be able to collect or infer your approximate location through other information we collect, such as IP address. In addition, some mobile service providers may also provide us or our third-party service providers with information regarding the physical location of the device used to access the Sites.

### ***Information Third Parties Provide About You***

We may receive information about you from third parties, including business partners and data providers. For example, if you are on another website and agree to receive information from TravisMathew, that website will forward your information to us so that we may contact you. We may also supplement the information we collect with outside records from third parties — such as public databases, publicly available social media pages, joint marketing partners, and third parties who enhance the information we have about you for various purposes, such as to provide you with information, services, or products, to tailor our content and the offers we show you, or to enhance our products and services.

We may combine the information we receive from third parties with information we collect through the Sites. In those cases, we will apply this Privacy Policy to the combined information. The information collected and stored by the third party is subject solely to the third party's privacy practices.

### ***Social Media Interactions***

The Sites may permit or facilitate interactions with an interactive third-party website or service ("**Social Media**"), such as enabling you to "like" or "share" content. If you choose to share content or otherwise post information from or via the Sites to Social Media, that information may be public, and the third party may have access to information about you and your use of our Sites. You may also choose to participate on Social Media in a way that connects that third-party service with our Sites (such as posting to one of our pages on a Social Media site or signing into the Sites with your credentials from another website or service). Doing so may allow us to collect (or the third party to share) information about you. These third-party Social Media platforms may be able to collect certain information about your visits to the Properties regardless of whether or not you affirmatively interact with the feature and whether or not you are logged into (or have) an account with the third-party platform.

We may also receive information about you if other users of Social Media give us access to their profiles and you are one of their connections or "friends". The information we collect is subject to this Privacy Policy. The information collected and stored by the third party remains subject to the third party's privacy practices, including, without limitation, whether the third party continues to share information with us, the types of information shared, and your choices with regard to what is visible to others on that third-party website or service. The third party may allow you to remove the application or feature, in which case we will no longer collect information about you through the application or feature, but may retain the information previously collected.

## **How We May Use The Information Collected**

TravisMathew may use information collected through the Sites:

***To allow you to participate in the Sites and features we offer.*** We may use your information to provide you with services, and allow you to participate in features and activities we offer. This may include processing information you provide via your account registration with the Sites, including, verifying that your email address is active and valid.

***We communicate with you and tailor content, ads, offers.*** We may use your information to personalize your experience and tailor content we display to you, such as advertising, recommendations, promotions, and offers we display to you, both on the Sites and elsewhere online. We may also communicate with you about our products and services (including marketing messages and transactional messages relating to your use of our Sites or changes to our policies), and may send you special offers and promotions from us, our advertisers, and third-party partners using the contact information you provide.

***In connection with your purchases and for customer service.*** We use information to fulfill transactions, process payments and orders, and send you confirmations and receipts. We also use information to provide customer service, including in connection with any delivery, billing, or payment processing inquiries.

***To operate and protect our Sites.*** We use information for internal business purposes such as to improve our Sites or our products and services and to comply with regulatory and legal obligations. We also use information about our users to protect our Sites and our customers from errors, misuse of the Sites, fraud, or any criminal activity and detect and troubleshoot problems, resolve disputes, and enforce applicable agreements and policies for the Sites.

We may also use information for any other purposes consistent with this Privacy Policy, as disclosed at the time you provide your information, or otherwise with your consent.

## Sharing Information With Third Parties

TravisMathew may share non-personal information, which may include Usage Information that has been hashed or otherwise de-identified or pseudonymized with third parties in our discretion and as permitted by law, including for targeted advertising purposes. We do not share your personal information with third parties for those third parties' own direct marketing purposes unless you consent (opt-in or opt-out) to such sharing. In addition, TravisMathew may share this information we have collected about you as allowed by law and as disclosed at the time you provide your information or otherwise with your consent, as described in this Privacy Policy and in the following circumstances:

***Topgolf Callaway Brands Family of Companies.*** TravisMathew is affiliated with several brands and companies, which can be viewed [here](#). When TravisMathew collects information through any of our brands, it will be accessible across the Topgolf Callaway Brands Family of brands and companies. The information will be used for business, operational and marketing purposes.

***When You Direct Us To Share Your Information.*** We may share information when you direct us to do so. For example, you may be presented with an opportunity to receive marketing offers from a third party or you may engage with a Social Media service or other third-party application or feature, through which information about you is shared. Please note that we are not responsible for the privacy practices of third parties. If you later decide that you no longer want to receive communications from a third party, you will need to contact that third party directly.

***Third Parties Providing Services on Our Behalf.*** We may share information with third parties who perform services on our behalf, such as website hosting, conducting website usage analysis, sending email or other communications, fulfilling orders, providing marketing assistance and data analysis, processing payments (including clearing and processing credit card payments), running promotions, or performing other services. We may provide access to your personal information to such service providers in order for them to perform these services. You can contact us if you want to learn more about how our service providers use your information.

***Sweepstakes, Contests, Promotions.*** We may offer sweepstakes, contests, or other promotions (any, a "Promotion"), that may require registration. By participating in a Promotion, you are agreeing to the provisions, conditions, or official rules that govern the Promotion, which may require specific requirements of you (including, without limitation, and except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness, or other indicia of persona in advertising or marketing materials). If you choose to enter a Promotion, personal information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, as required by law or permitted by the Promotion's terms or official rules (such as on a winners list).

**Administrative and Legal Reasons.** TravisMathew may transfer and disclose information to third parties to comply with a legal obligation, when we believe in good faith that the law requires it; at the request of government or investigatory authorities conducting an investigation; to verify or enforce our Terms and Conditions or other applicable Sites policies; or otherwise to protect our rights, property, safety, or security or that of other Sites visitors or the public, such as when we are investigating potential fraud. For example, we may share information to respond to a court order or subpoena. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers, or law enforcement agencies, in our discretion.

**Employment Applications.** If you apply for a job with TravisMathew or any of our affiliates, please note that we use a careers portal that is operated by a third party, and we or our service provider(s) may ask you to provide self-identifying information (such as veteran status, gender, and ethnicity) in conjunction with laws and regulations enforced by the Equal Employment Opportunity Commission and other federal, state and local regulatory agencies. Providing such self-identifying information is voluntary, but if you do provide such information, we and/or our service providers may submit that information to the appropriate government or regulatory agencies to fulfill reporting requirements and use that information to defend against employment-related complaints.

**Business Transfers.** In the event TravisMathew goes through a transition such as being sold, has all or a portion of its assets acquired or transferred, whether voluntary or involuntary (such as through bankruptcy), or merges or becomes affiliated with any other division, individual or entity (including, without limitation, during the course of any due diligence process), any customer information owned or under the control of TravisMathew will likely be one of the transferred assets. We reserve the right, as part of this type of transaction, to assign or otherwise transfer your information and other information we have collected from users of the Sites. By providing your personal information, you agree that we may transfer such information to the acquiring entity without your further consent. For example, if part of our business was sold, we may give our customer list as part of that transaction. Where legally required, we will give you prior notice and if you have the legal right to do so, allow you to object.

### **Online Advertising and Analytics Providers and Similar Third Parties**

**BELOW WE PROVIDE A BRIEF OVERVIEW OF OUR THIRD-PARTY ADVERTISING AND ANALYTICS PRACTICES. FOR A FULL DESCRIPTION AND TO LEARN MORE ABOUT HOW WE SHARE YOUR INFORMATION FOR THESE PURPOSES, PLEASE READ OUR [AD AND COOKIE POLICY](#).**

We work with a variety of third-party business partners, such as network advertisers, ad agencies, and other advertising partners to serve TravisMathew ads online and through our Sites. We and these third parties use information we have learned about you to target ads to you. We also use analytics providers to provide us with information regarding the use of TravisMathew Sites and the effectiveness of our advertisements. These third parties may set and access their own tracking technologies on your device (including cookies and web beacons)

and they may otherwise collect or have access to information about you, some of which may be personal information or personal data under various state laws. We and our third-party advertising and analytics providers may collect personal information over time when you visit the Sites or other online websites and services. We may share information, typically information that has been hashed (including hashed email addresses) or otherwise de-identified or pseudonymized, Usage Information, and location information, with third party advertising companies, analytics providers and other third parties for the purpose of serving you more relevant ads on and off the Sites.

We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Sites and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online services. You can learn about Google's practices by going to [google.com/policies/privacy/partners](https://google.com/policies/privacy/partners), and opt out of them by downloading the Google Analytics opt-out browser add-on, available at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

Some of these third-party advertising and analytics providers are members of the Network Advertising Initiative ("NAI") or the Digital Advertising Alliance ("DAA") Self-Regulatory Program for Online Behavioral Advertising. You may want to visit [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp), which provides information regarding targeted advertising and "opt-out" procedures of NAI members. You may also want to visit <http://www.aboutads.info/choices/>, which provides information regarding targeted advertising and offers an "opt-out" by participating companies in the DAA Self-Regulatory Program. To learn more about interest-based advertisements from participating third parties in jurisdictions outside of the United States, please visit the Canadian DAA online choice page at <http://youradchoices.ca/choices/> and the European DAA online choice page at <http://youronlinechoices.eu/>.

For mobile applications, you may be able to limit certain advertising practices using the settings on your phone, tablet, or other mobile device. Also, on most mobile devices, you can install the DAA's AppChoices app to make choices about cross-app interest-based advertisements from participating third parties. You may review additional information on opting out of mobile devices at <https://www.networkadvertising.org/mobile-choice/>. Certain states provide additional rights. Please see our sections for residents of California and Virginia for additional rights you may have.

Please note that opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while online.

### **"Do Not Track" and Global Privacy Control Signals**

**Do Not Track.** Some browsers have "Do Not Track" features that allow you to tell a website not to track you. When you choose to turn on the "Do Not Track" settings in your browser, your browser will send a signal to websites, analytics providers, advertisements networks, plug-in

providers, and other web service providers you encounter while browsing to stop tracking your activity. To find out more about and to set up "Do Not Track", please visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

**Global Privacy Control.** Global Privacy Control ("GPC") is a technical specification in your browser settings that you can use to automatically inform websites of your privacy preferences with respect to third party online tracking. To find out more about and to set up GPC, please visit <https://globalprivacycontrol.org/#about>.

### **Changing Your Preferences and Accessing, Updating, or Deleting Your Personal Information**

You may be able to change your preferences with regard to the communications you receive from us for one or more of our Sites by logging into the "Account" or similar page for a Site. You may also contact us by clicking [here](#) to make a request to review your information and to request changes or deletion. Changing your preferences for one of our divisions or Sites may not change your preferences for all TravisMathew Sites. You may opt out of receiving marketing e-mails by following the opt-out instructions provided to you in those e-mails.

If you want to opt out of having your information shared with unaffiliated third parties for their own marketing purposes, please [email](#) us.

Please note that we reserve the right to send you certain communications relating to your account or use of the Sites (for example, order confirmations or responses to communications we receive from you) and these transactional account messages may be unaffected if you opt-out from marketing communications.

You can turn off the GPS locator on your device. You can also turn off push notifications in your device settings.

If TravisMathew offers and you choose to sign-up to communicate with us via text message, you may unsubscribe by replying "STOP."

You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information. You may update the information you have provided to us by logging into the "Account" setting or similar page for one of the Sites. TravisMathew will make good faith efforts to make requested changes in our then active databases as soon as reasonably practicable. Note, however, that information may persist internally for administrative purposes and that residual data may remain on backup media or for other reasons.

### **Text Messaging Terms & Conditions**

TravisMathew may offer recurring text messaging programs and occasional one-time or limited-duration text messaging programs. By signing up to participate in our text messaging programs,

you agree to the following terms and conditions and our Privacy Policy, which are all contracts between us and you that grant us certain rights and licenses, provide us certain indemnities, waive certain of your rights and remedies, and limit our liability and obligations to you. To the extent of any inconsistency, these terms and conditions will apply to our text messaging programs.

When you agree to participate in our text messaging programs, you typically agree to receive recurring messages, some of which may be marketing messages, including special offers, alerts, rewards, deals, updates, and reminders and information from the Company; however, you may also choose to sign up for other text message programs, for example, regarding specific promotions or events or to confirm your identity before accessing your account. Messages may be in SMS, MMS or RCS format and may contain marketing content. Text messages may be sent using an automatic telephone dialing system, or artificial or pre-recorded voice. Your consent to receive such messages is not required as a condition of purchasing any goods or services. Message and data rates may apply.

TravisMathew may transition from one short code or telephone number to another, and you consent to receive messages from the new short code or number.

To opt-in to receive text messages from any TravisMathew text messaging program(s), please follow the instructions provided by TravisMathew, which may include texting a message to a short code, providing your phone number on-site at a TravisMathew location or online at our website, or otherwise providing your consent. You may need to confirm your consent such as by replying "Y" or through another designated response to an initial text message sent to you.

To stop receiving text messages from a specific text messaging program, text "STOP" to the five-digit short code or telephone number for the text messaging program from which you no longer wish to receive messages (i.e., the number from which its text messages are being sent). You may receive one final text message confirming that you have opted out.

To enroll in any of TravisMathew text messaging program(s), you must be the mobile account holder and a resident of the United States. If you change your mobile phone number, you agree to promptly notify TravisMathew of that change by contacting customer service.

If your mobile operator is not participating, you will not receive a reply to your messages. Some operators may not support some services (e.g., pre-paid users may not be able to participate). Check with your carrier to confirm. TravisMathew and mobile carriers are not responsible or liable for any undue delays, failure of delivery, or errors in messages.

To request more information, reply "HELP" to the number from which you received our text message(s).

TravisMathew may revise, modify, or amend these terms and conditions at any time. Any such revision, modification, or amendment shall take effect when it is posted to TravisMathew's

website(s) or application(s). You agree to review these terms and conditions periodically to ensure that you are aware of any changes. Your continued consent to receive text messages from TravisMathew will indicate your acceptance of those changes. We may also notify you by other means, such as sending a text message to the number you used to sign up for our text message program(s).

**Other Privacy Rights.** If you are a California resident, please see our "[Notice to California Residents](#)" for additional information about how to exercise your privacy rights. If you are a Virginia resident, please see our "Notice to Virginia Residents" for more information on additional rights you may have. If you are a Nevada resident, please see our "[Notice to Nevada Residents](#)" for more information on additional rights you may have.

### **The Sites Are Not Intended For Children**

The Sites are general audience and do not target users younger than the age of 18. We do not knowingly collect personal information online from children younger than the age of eighteen (18). If you are a parent or guardian and think we have information about your child, please [contact us](#).

### **Data Security and Retention**

TravisMathew uses commercially reasonable security measures designed to secure your personal information. However, no data transmission over the Internet, wireless transmission or electronic storage of information can be guaranteed to be 100% secure. TravisMathew cannot guarantee that the Internet or your device will be completely secure and cannot warrant or ensure the security of any information we collect. You use our Sites and provide us information at your own risk.

We store personal information for as long as necessary for the purposes for which it was collected or for which you subsequently authorize it and otherwise to carry out the purposes described in this Privacy Policy. We will also store personal information for as long as we are required to keep it because of legal obligations, professional accounting and audit standards, legal or insurance claims, or regulatory proceedings.

### **Jurisdiction and Cross-Border Transfer**

These Sites are controlled and operated by TravisMathew from the United States and are not intended to subject TravisMathew to the laws or jurisdiction of any state, country, or territory other than that of the United States. TravisMathew makes no representation that this Privacy Policy or the practices described in it comply with the laws of any other jurisdiction. If you are located outside of the United States, any information you provide to us will be transferred to the United States. Visitors who use the Sites and reside outside the United States do so on their own initiative and are responsible for compliance with local laws, if and to the extent local laws are applicable.

Your personal information may be stored and processed in any country where we have facilities or in which we engage service providers, and, by using these Sites and giving us your information, you consent to the transfer of information to countries outside your country of residence, including, without limitation, the United States, which may have data protection rules that are different from those of your country and may not provide the same level of protections as the laws of your country. Personal information processed or stored in another jurisdiction may be subject to access requests from governments, courts, or law enforcement in accordance with the laws of that jurisdiction.

### **Third Party Content, Links To Other Sites, and TravisMathew Content Found Outside Of The Sites**

Certain content on the Sites may be hosted and served by third parties, and the Sites may contain links to third party websites that TravisMathew does not control. For example, our Sites may provide links to third party sites through which you can watch videos, purchase merchandise, products or services or which link to a product or service offered by a third party. The Sites may also contain certain third-party applications, such as email, web browser toolbars, wallpapers, or other downloads or software applications. These links and applications may include, for example, those that use a TravisMathew logo as part of a co-branding agreement. In addition, TravisMathew widgets or other TravisMathew content may be included, among other places, on web pages and websites that are not associated with TravisMathew and over which we have no control. These third parties may collect Site Usage Information through the use of their own cookies and web beacons, independently collect data or solicit personal information, and may have the ability to track your use of their sites and services. TravisMathew is not responsible for the privacy or other practices employed by any third party.

### **Notice to California Residents**

#### **1. CALIFORNIA PRIVACY NOTICE**

This California Privacy Notice is effective as of **January 1, 2023**.

This notice supplements the information contained in TravisMathew's privacy policy and applies only to California residents. This California Privacy Notice sets forth the disclosures and rights for California Consumers regarding their Personal Information, as required by the California Consumer Privacy Act of 2018 ("CCPA"), the California Privacy Rights Act of 2020 ("CPRA"), and any implementing regulations adopted thereunder. Terms (including defined capitalized terms) used in this California Privacy Notice have the same meanings given in the CCPA, CPRA, and the associated regulations, unless otherwise defined.

#### **EXERCISING YOUR CALIFORNIA RIGHTS**

California Consumers have the right to request: (1) that we disclose to you what Personal Information we collect, use, disclose, and sell, including the right to request that we provide to you the categories and specific pieces of Personal Information we have collected about you ("**Right to Know**"); (2) that we delete the Personal Information we collect about you ("**Right to Delete**"); (3) that we correct inaccurate Personal Information we hold about you ("**Right to Correct Inaccurate Information**"), (4) to opt-out from the sharing of your Personal Information and Sensitive Personal Information to a third party for cross-context behavioral advertising (i.e., targeted advertising) ("**Right to Opt-Out of Sharing**"), (5) to opt-out from the sale of their Personal Information and Sensitive Personal Information ("**Right to Opt-Out of Sale**"), and (6) that we limit the use or disclosure of your Sensitive Personal Information to the purposes set forth in the statute, including that use which is necessary and anticipated to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services) ("**Right to Limit the Use and Disclosure of Sensitive Personal Information**"), all subject to the meanings and exceptions set forth in the CCPA and CPRA. More information on each of these rights is below.

In your request, you must provide enough information to allow us to verify you are the person about whom we collected personal information, or their authorized representative. You must also describe your request with enough detail so that we can understand, evaluate, and respond to it. We can't respond to your request if we can't verify your identity. Making such a request does not require you to create an account with us, and we will only use the information you provide in a request to verify your identity.

### **Verifying Your Requests**

We will take reasonable steps to verify your identity based upon the information you provide and the type of request you are making.

When you exercise your Right to Know, Right to Delete, and/or Right to Correct Inaccurate Information, we may ask that you provide us with information, beyond your full name, in order to verify your identity and fulfill your request. If we are unable to verify that the individual submitting the request is the same individual about whom we have collected information (or someone authorized by that individual to act on their behalf), we will not be able to process the request.

### **Agents**

If you are an authorized representative submitting a request on a user's behalf, please complete the applicable request per the instructions below. We will follow up to request a signed, written permission signed by the individual who is the subject of the request authorizing you to make the request on their behalf. The written permission must state your full legal name, the full legal name of the individual who is the subject of the request, and needs to be clear about the permission granted. Alternatively, you may submit a copy of a power of attorney under Probate Code sections 4000-4465. In either case, please also indicate

in your email the nature of your request. The consumer's identity, in addition to your own, will need to be independently verified in order for us to be able to fulfill your request. We may also ask the consumer to directly confirm with us that they provided you permission to submit a request. Please keep in mind that if we do not receive adequate proof that you are authorized to act on the consumer's behalf, we may deny the request.

### **Right to Know**

California Consumers have the right to know what information we have collected about you (the categories and the specific pieces of information).

If you are a California Consumer and would like to exercise your Right to Know, please submit your request via this form or calling us at 1-833-681-0358.

In order to have us provide specific pieces of information, we will require a signed declaration under penalty of perjury that you are the consumer whose Personal Information is the subject of the request.

### **Right to Delete**

California Consumers have the right to request that we delete information we have collected from you. If you are a California Consumer and would like to exercise your Right to Delete, please submit your request via this form or calling us at 1-833-681-0358.

Please note that as part of the verification process, once you submit a request to delete, we may follow up and require you to confirm that you want your information deleted.

### **Right to Correct Inaccurate Information**

California Consumers have the right to request that we correct inaccurate information we hold about you. If you are a California Consumer and would like to exercise your Right to Correct, please submit your request via this form or calling us at 1-833-681-0358.

### **Right to Limit The Use and Disclosure of Sensitive Personal Information**

Under the CPRA Regulations, a business must only provide the Right to Limit The Use and Disclosure of Sensitive Personal Information when such use is collected or processed for the purpose of inferring characteristics about a consumer, or does not fall under certain statutory exceptions, pursuant to CPRA §1798.121. TravisMathew's use and disclosure of Sensitive Personal Information is not used for such purpose and/or falls within the statutory exceptions, and we therefore do not offer this right at this time.

## **Do Not Sell or Share**

### **Right to Opt-Out of Sharing**

California Consumers have the right to opt-out of the sharing of your Personal Information or Sensitive Personal Information to a third party for cross-context behavioral advertising (i.e., targeted advertising), whether or not for monetary or other valuable consideration. If you are a California Consumer and would like exercise your Right to Opt-Out of Sharing, please submit your request via this form.

### **Right to Opt-Out of Sale**

California Consumers have the right to opt-out of the sale of your Personal Information or Sensitive Personal Information. If you are a California Consumer and would like exercise your Right to Opt-Out of Sale, please submit your request via this form.

### **Other Important Information for Do Not Sell or Share**

TravisMathew engages in online advertising practices (and certain analytics or similar activities), which may be considered a “sale” or “share” for cross-context behavioral advertising under the CCPA and CPRA. To disable sharing through cookies set by third parties that may be considered “sales” or “sharing” under the CCPA and CPRA, click here.

In addition, the Digital Advertising Alliance also offers tools for California consumers to send requests under the CCPA and CPRA to opt out of the sale of personal information by some or all of the participating companies: <https://www.privacyrights.info/>.

## **Data Retention**

We will retain all categories of personal information described in this California Privacy Notice for as long as it is reasonably necessary for the purposes set out in this California Privacy Notice, considering the time period reasonably necessary to: use the Sites; exercise the choices and rights you have requested; comply with our contractual obligations; enforce our terms for use of the Sites; and comply with legal and regulatory requirements. Except as noted differently on specific pages or apps, we retain your personal information while you have an account with us, or while you are using our or continuing to visit us.

## **Users Younger than Age 16**

TravisMathew does not knowingly sell or share Personal Information of users younger than 16 years of age.

## **Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights**

California consumers have the right to not receive discriminatory treatment for exercising CCPA and CPRA rights. We will not discriminate against you for exercising your CCPA and CPRA rights.

## Notice of Financial Incentive

Under California regulations, certain programs we offer that provide benefits to consumers may be considered financial incentive programs. We may collect personal information from you in connection with these programs, e.g., contact information (name, email address, residential address) and certain commercial information for a number of reasons, including to administer the program, contact you with regard to your account (if any), to provide the benefits to you, to better serve you, and to fulfill your requests associated with the program.

To opt in to the programs, you may need to provide certain information, register for an account and agree to the applicable program terms, or otherwise follow the instructions associated with that applicable program. Please also see the terms of the program you are joining for additional description of the program and any additional requirements. Participation in our programs is voluntarily and you can withdraw at any time.

To the extent that we provide a program that may be considered a financial incentive because the program is directly or reasonably related the collection, deletion or sale or retention of consumer personal information, the value is reasonably related to the overall value we receive from the personal information participants provide specific to the program minus the costs and expenses we incur in providing the program.

## **PERSONAL INFORMATION TRAVISMATHEW COLLECTS**

The Personal Information we collect about you will depend upon how you use our Sites or otherwise interact with us. Accordingly, we may not collect all of the below information about you.

In addition to the below, we may collect and/or use additional types of information and will do so after providing notice to you and obtaining your consent to the extent such notice and consent is required by the CCPA and CPRA.

<b>Category of Personal Information Collected</b>	<b>Categories of Sources from which the Information was Collected</b>	<b>Business or Commercial Purpose(s) for which Information is Collected</b>	<b>Categories of Third Parties to whom this type of Personal Information is Disclosed for a Business Purpose</b>	<b>Categories of Third Parties to Whom this Type of Personal Information is Sold or Shared for Cross Contextual Behavioral Advertising</b>
<b>Identifiers</b>  <i>This category includes information</i>	We may collect this type of information from: <ul style="list-style-type: none"><li>• Consumers,</li></ul>	We may use this type of information: <ul style="list-style-type: none"><li>• To allow you to participate</li></ul>	We may disclose this type of information to:	We may sell or share this type of information to:

<p><i>such as name, contact information, and online or device identifiers.</i></p>	<ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Cookies and Tracking Technologies,</li> <li>• Third party social media companies,</li> <li>• Third party business partners, such as data analytics providers, advertising networks, or joint marketing partners,</li> <li>• Third party data resellers.</li> </ul>	<p>in the Sites and features we offer,</p> <ul style="list-style-type: none"> <li>• To communicate with you and tailor content, ads, and offers,</li> <li>• in connection with your purchases and for customer service,</li> <li>• to operate and protect our Sites.</li> </ul>	<ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties who deliver our communications,</li> <li>• Third parties we partner with for contests, sweepstakes, or promotions,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or request that we share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as</li> </ul>	<ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a “sale” or “share” under CCPA and CPRA under certain circumstances.</li> </ul>
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			pursuant to subpoenas or court orders).	
<p><b>Any categories of personal information described in subdivision (e) of Section 1798.140</b></p> <p><i>This category includes name, address, and phone number, information about your employment or education, and other categories of information classified as “personal” under this California law.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumer,</li> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Cookies and Tracking Technologies,</li> <li>• Third party social media companies,</li> <li>• Third party business partners, such as data analytics providers, advertising networks, or joint marketing partners,</li> <li>• Third party data resellers.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer,</li> <li>• To communicate with you and tailor content, ads, and offers,</li> <li>• In connection with your purchases and for customer service,</li> <li>• To operate and protect our Sites.</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties we partner with for contests, sweepstakes, or promotions,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or request that we share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection</li> </ul>	<p>We may sell or share this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a “sale” or “share” under CCPA and CPRA under certain circumstances.</li> </ul>

			with court proceedings (such as subpoenas or court orders).	
<p><b>Characteristics of protected classifications under California or federal law</b></p> <p><i>This category includes information such as age, sex (including gender), national origin, citizenship, and marital status.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumers,</li> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Job applicants.</li> </ul>	<p>We may use this type of information for job applicants:</p> <ul style="list-style-type: none"> <li>• For background screening to assess applications for employment,</li> <li>• For your benefits enrollment,</li> <li>• For compensation benchmarking,</li> <li>• For consumers, we may use this type of information to perform market research that allows us to better understand our demographic market.</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or request that we share your information with them,</li> <li>• Other third parties (including government or regulatory agencies) as required by law or in connection with court proceedings (such as pursuant to</li> </ul>	<p>We do not “sell” or “share” this information.</p>

			subpoenas or court orders).	
<b>Commercial information</b>  <i>This category includes, for example, payment information you provide for goods, services, customer service records, and information about the products you have purchased.</i>	We may collect this type of information from: <ul style="list-style-type: none"> <li>• Consumers,</li> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party business partners, such as data analytics providers, advertising networks, or joint marketing partners.</li> </ul>	We may use this type of information: <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer,</li> <li>• in connection with your purchases and for customer service,</li> <li>• to operate and protect our Sites.</li> </ul>	We may disclose this type of information to: <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties we partner with for contests, sweepstakes, or promotions,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court</li> </ul>	We may sell or share this type of information to: <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a “sale” or “share” under CCPA and CPRA under certain circumstances.</li> </ul>

			proceedings (such as pursuant to subpoenas or court orders).	
<b>Biometric information</b>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumers</li> <li>• Topgolf Callaway Brands Family of Companies.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer.</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings</li> </ul>	<p>We do not “sell” or “share” this information.</p>

			(such as pursuant to subpoenas or court orders).	
<p><b>Internet or other electronic network activity information</b></p> <p><i>This category includes information about the web browser and operating system you are using, the website or ad that referred you to our Sites, areas of the Sites that you visited, and terms entered into a search engine that led you to the Sites.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumers,</li> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Cookies and Tracking Technologies,</li> <li>• Third party social media companies,</li> <li>• Third party business partners, such as data analytics providers or advertising networks,</li> <li>• Third party data resellers.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer,</li> <li>• To operate and protect our Sites</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law (such as pursuant to subpoenas or court orders).</li> </ul>	<p>We may sell or share this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a "sale" or "share" under CCPA and CPRA under certain circumstances.</li> </ul>

<p><b>Geolocation data</b></p> <p><i>This is the precise location (e.g., within 16 ft.) of the device you are using.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumer,</li> <li>• Topgolf Callaway Brands Family of Companies, Cookies and Tracking Technologies.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer,</li> <li>• To communicate with you and tailor content, ads, offers,</li> <li>• To operate and protect our Sites</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</li> </ul>	<p>We may sell or share this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a “sale” or “share” under CCPA and CPRA under certain circumstances.</li> </ul>
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<p><b>Audio, electronic, visual, thermal, olfactory, or similar information</b></p> <p><i>This category includes, for example, images, video, or audio recordings.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumers,</li> <li>• Topgolf Callaway Brands Family of Companies.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer.</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</li> </ul>	<p>We may sell or share this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies.</li> </ul>
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<p><b>Professional or employment-related information</b></p> <p><i>This category includes job applications and current and/or past employers.</i></p>	<p>We may collect this type of information from applicants for employment.</p>	<p>We may use this type of information to assess applications for employment.</p>	<p>We may disclose this type of information</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct us to share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders).</li> </ul>	<p>We do not “sell” or “share” this information.</p>
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<p><b>Inferences drawn from any of the information identified above to create a profile about a consumer</b></p> <p><i>These inferences may relate to your perceived interests, preferences, characteristics, or behavior.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumers,</li> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Cookies and Tracking Technologies,</li> <li>• Third party social media companies,</li> <li>• Third party business partners, such as data analytics providers, advertising networks, or joint marketing partners,</li> <li>• Third party data resellers.</li> </ul>	<p>We may use this type of information:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Sites and features we offer,</li> <li>• To tailor content, ads, offers,</li> <li>• To operate and protect our Sites.</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Service Providers,</li> <li>• Third parties we partner with for contests, sweepstakes, or promotions,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition, or other ownership transition.</li> </ul>	<p>We may sell or share this type of information to:</p> <ul style="list-style-type: none"> <li>• Topgolf Callaway Brands Family of Companies,</li> <li>• Third party advertising, analytics, and similar marketing business partners may have access to this data, including to better serve you more relevant and sometimes location-based advertisements, and this may be considered a “sale” or “share” under CCPA and CPRA under certain circumstances.</li> </ul>
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#### **QUESTIONS AND CONTACT INFORMATION**

You can contact us for more information by writing to us at TravisMathew, Attn: Law Department, 15202 Graham Street, Huntington Beach, CA 92649 or calling us at 1-833-681-0358.

#### **NOTICE TO NEVADA RESIDENTS**

Pursuant to Nevada law, you have the right to opt-out of the sale of certain covered personally identifiable information (PII) we have collected about you through our websites and online

services. Please note that TravisMathew does not sell your covered information as those terms are defined under applicable Nevada law. However, you may still submit an opt-out request and we will honor that request as required by Nevada law if we were to engage in such a sale in the future. If you are a Nevada resident and would like to opt-out of future sales of your information, please call 1-833-681-0358.

## Notice to Virginia Residents

We set forth above in our Privacy Policy the categories of personal data we process, the purpose for processing personal data, the categories of personal data shared, and the categories of third parties with whom personal data is shared.

If you are a Virginia Consumer and would like to exercise your rights pursuant to the Virginia Consumer Data Protection Act (VCDPA), and any implementing regulations adopted thereunder, please complete this form or call 1-833-681-0358 to submit a request.

Virginia Consumers have the following rights, all subject to the meanings and exceptions set forth in the VCDPA:

1. To confirm whether we are processing your Personal Data and request to access such data ("**Right to Access**").
2. That we correct inaccurate Personal Data we hold about you ("**Right to Correct**").
3. That we delete the Personal Data provided by you or obtained about you ("**Right to Delete**").
4. To obtain a copy of the Personal Data previously provided by you to us and, to the extent feasible, in a readily usable format to allow data portability ("**Right to Obtain**").
5. To opt-out of:
  - the processing of your Personal Data for the purposes of targeted advertising ("**Right to Opt-Out of Targeted Advertising**"). TravisMathew engages in online advertising practices (and certain analytics or similar activities) that may be considered "targeted advertising" under the VCDPA. **To disable sharing through cookies set by third parties that may be considered targeted advertising under the VCDPA, click here.**
  - the processing of your personal data for the purposes of a sale ("**Right to Opt-Out of Sale**"). TravisMathew does not sell Personal Data to third parties for monetary compensation.
  - the processing of your personal data for the purposes of profiling ("**Right to Opt-Out of Profiling**"). TravisMathew does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects concerning a consumer.

### ***VCDPA Appeals***

Pursuant to the VCDPA, if, for any reason, you would like to appeal our decision relating to your request, you have the right to submit an appeal and can do so by completing this form or calling 1-833-681-0358. Please include your full name, the basis for your appeal, and any additional information to consider.

### **Changes to Privacy Policy**

To the extent allowed by applicable law, TravisMathew reserves the right to change or modify this Privacy Policy at any time and will notify you of material changes by posting the changed or modified Privacy Policy on our Sites. We may also provide notice to you in other ways, such as through contact information you have provided. Any changes will be effective immediately upon the posting of the revised Privacy Policy unless otherwise specified. Your continued use of the Sites after the effective date of the revised Privacy Policy (or such other act as specified in the revised Privacy Policy) will constitute your consent to those changes to the fullest extent allowed by applicable law. However, TravisMathew will provide notice and obtain your consent (which may be opt-out consent, or which may occur through your continued use of the Site) to the new policy if required. Note that you may need to consent to our new policies in order to continue to use our Sites and services.

### **Contact Us**

If you have any questions about this Policy, please email us. You can also write to us or call us at:

TravisMathew  
Attn: Law Department  
15202 Graham Street

Huntington Beach, CA 92649

Phone: 562-799-6900

### **AD AND COOKIE POLICY**

#### **OUR USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES AND ONLINE ADVERTISING**

(Last updated **January 1, 2023**)

When you visit or interact with TravisMathew and our websites, mobile applications and other online features and services that link to this Ad and Cookie Policy (“Sites”), we and third parties (including service providers, third party advertising and analytics companies), may use several common tracking tools that collect information, including personal information, about you and your use of the Sites, over time and across different websites.

To manage your cookies preferences, visit our [Cookie Preference Center](#).

## TABLE OF CONTENTS

- **Tracking tools we use**
- **We use tracking tools for a variety of reasons**
- **We engage in interest-based advertising**
- **Third Parties Who Set Cookies and Other Tracking Technologies Through the Sites**
- **You can control certain tracking tools**
- **You can opt-out of online behavioral advertising**

## TRACKING TOOLS WE USE

We use the following methods to automatically collect information from visitors to our Sites:

**Cookies.** Cookies are small data files that download onto your computer or other device when you visit the Site or otherwise access our online content on certain websites. Cookies may be used for many purposes. We use both session cookies (which are deleted when you close your browser) and persistent cookies (which remain on your computer after the browser has been closed).

To learn more, visit <http://www.allaboutcookies.org/> or <http://www.youronlinechoices.eu/>.

**Web Beacons.** Small graphic images or other web programming code called web beacons (also known as “pixel tags,” “1x1 GIFs,” or “clear GIFs” may be included in our web pages and email messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or email can act as a web beacon. Web beacons and similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Sites, to monitor how users navigate the Sites, to count how many emails that were sent were actually opened or to count how many particular links were actually viewed.

**Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with the Sites, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is only active while you are connected to one of the Sites, and is deactivated or deleted thereafter.

### ***Session Replay Technology.***

We may record your interactions with the Sites’ user interfaces, including, what pages you visit on our Sites and how long you visit those pages, the links you click, and your path through our Sites. We capture this for website analytics purposes, solely for our internal business purposes, to improve the Sites and our products and services as well as to address functionality issues.

## **WE USE TRACKING TECHNOLOGIES FOR A VARIETY OF REASONS.**

We may use the information collected automatically through the Sites in order to:

- track visitors to our websites;
- recognize past visitors and customers and remember preferences;
- store your password if you are registered on our site;
- integrate with third party social media websites;
- facilitate your purchases;
- serve you with advertising content in which we think you will be interested (see below for more information);
- understand the effectiveness of our advertisements and conduct research regarding the usefulness of certain advertisements to you;
- prevent you from seeing the same advertisements too many times;
- combine information we have collected about you from multiple sources;
- better understand our audience, our customers, our website visitors, and their respective interests.

## **WE ENGAGE IN INTEREST-BASED ADVERTISING.**

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms (including websites and apps). Third parties, including advertising and analytics companies, set their own cookies and similar tracking technologies on the Sites. We and third parties might link information automatically through cookies and other tracking technologies to your name or email address or other information, including past purchases made offline or online.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your browsing habits or online activities. These ads might be served on third-party websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products.

## **THIRD PARTIES WHO SET COOKIES AND OTHER TRACKING TECHNOLOGIES THROUGH THE SITES.**

The third parties who may use tracking technologies on the Sites include:

**BazaarVoice:** We use BazaarVoice to show customer reviews on our product detail pages.

**Bing Ads:** Bing Ads allows us to have our advertisements appear at the top of the results page for certain search engines. This helps us direct users to our website.

**Bloomreach:** We use Bloomreach to personalize your experience within site search and product listing pages.

**Criteo:** We use Criteo for dynamic retargeting to remarket our ads to users who have engaged with TravisMathew.

**CrowdTwist:** We use CrowdTwist to power the TMRewards loyalty program. For example, awarding and redeeming loyalty points on purchase.

**Drawbridge:** We use Drawbridge to capture information about users by tracking web activity across devices. Drawbridge compiles information it receives about you with information from other sources to help us better understand your interests.

**Dynamic Yield:** We use Dynamic Yield to personalize your experience onsite based on your preferences.

**Facebook Connect:** We use this technology to allow users to share their experiences with our apps and websites on Facebook. For example, we may collect your browser information, demographic data, and interaction data.

**Facebook Custom Audience and Facebook Pixel:** We use Facebook Custom Audience and Pixel to deliver ads on Facebook to a certain group of users.

**Facebook Impressions:** We use Facebook Impressions to track the number of people that interact with our content on Facebook.

**FitAnalytics:** We use FitAnalytics to collect customer data regarding size and fit which is then compared to our product fit to better recommend correct item sizing.

**Forter:** We use Forter to help us prevent fraudulent transactions.

**Google AdWords Conversion:** We use conversion tracking to help us understand how effective our digital campaigns are.

**Google Analytics:** We use Google Analytics to collect information about how visitors use our website. Google Analytics uses cookies and similar technologies to collect and analyze information about the use of the Sites and report on activities and trends. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website. Google Analytics may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going

to [google.com/policies/privacy/partners](https://www.google.com/policies/privacy/partners), and opt out of them by downloading the Google Analytics opt-out browser add-on, available at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

**Impact:** We use Impact to collect customer data and to track new and repeat users of our site. This allows us to capture and report on the actions of users who visit our website after viewing or clicking on one of our publishers ads, helping us to determine the effectiveness of our publishers in terms of both sales and user activity on our sites.

**LinkedIn:** We use LinkedIn conversion event and impression tracking to track the number of users who engage with links, add to cart and purchase from LinkedIn.

**Listrak:** We use Listrak to personalize communication based on behavior and tracks user activity across the website and emails.

**LiveIntent:** We use LiveIntent to display relevant and personalized ads through email to better serve our customers and get them to drive action.

**LiveRamp:** We use LiveRamp to activate our audiences across a wide range of online and offline channels, adtech destinations, and mar-tech technologies, so we can create more personalized and engaging customer experiences. We also use LiveRamp data marketplace to activate across technology and media platforms.

**MediaMath:** We use MediaMath to optimize the effectiveness of our advertising.

**MovableInk:** We use MovableInk to personalize the user experience in email through personalized images, infographics, and products based on user information.

**Narvar:** We use Narvar to provide real-time delivery status tracking to provide greater transparency to when your items will arrive through email.

**OneTrust:** We use OneTrust to manage cookie consent for website visitors. This allows users to opt out of third party cookies.

**Outbrain:** We use Outbrain to utilize targeted advertising to expand our audience and show our products to consumers on an open web network.

**Pinterest:** We use Pinterest for direct advertising through headlines, descriptions, and supplemental image or “pin” driving consumers directly to the TM website to make a purchase.

**Qualtrics:** We use Qualtrics to collect customer data and feedback through surveys to improve the user experience on our website.

**SteelHouse Media:** We use SteelHouse to build, manage and optimize our display advertising activities.

**Reddit:** We use Reddit conversion event and impression tracking to track the number of users who engage with links, add to cart and purchase from Reddit.

**Rockerbox:** This is our multi-touch attribution platform in which we can track customer actions throughout the buyer journey.

**Snapchat:** We use Snapchat conversion tracking to track the number of people that interact with our content, add to cart and purchase from Snapchat.

**Statlas:** We use the Status pixel to track user behavior within a specialized data analytics tool.

**SteelHouse Media:** We use SteelHouse to build, manage and optimize our display advertising activities.

**Taboola:** We use Taboola for native advertising and marketing our products to users across the web.

**Tatari:** We use Tatari for streaming TV and linear TV advertising.

**Teads:** We use Teads for native advertising and marketing our products to users across the web.

**Tik Tok:** We use TikTok's conversion event and impression tracking to track the number of users that interact with content, engage with links, add to cart and purchase from TikTok.

**Twitter Conversion Tracking Pixel:** We use Twitter conversion tracking to track the number of people that interact with our content and purchase from Twitter.

**Yahoo DOT Tags:** We use Yahoo DOT Tags to track performance and optimize our Yahoo search, native and display campaigns.

## YOU CAN CONTROL CERTAIN TRACKING TOOLS

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit <http://www.allaboutcookies.org/>. You can manage your cookie preferences by visiting our Cookie Preference Center.

### **Do Not Track/Global Privacy Control signals:**

**Do Not Track.** Some browsers have “Do Not Track” features that allow you to tell a website not to track you. When you choose to turn on the “Do Not Track” settings in your browser, your browser will send a signal to websites, analytics providers, advertisements networks, plug-in providers, and other web service providers you encounter while browsing to stop tracking your activity. To find out more about and set up “Do Not Track,” please visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

**Global Privacy Control.** Global Privacy Control (“GPC”) is a technical specification in your browser settings that you can use to automatically inform websites of your privacy preferences with respect to third party online tracking. To find out more about and to set up GPC, please visit <https://globalprivacycontrol.org/#about>.

Certain options you select are browser and device specific.

For information on opting out from certain third-party uses of your information for online advertising purposes please see the section below.

## YOU CAN OPT-OUT OF ONLINE BEHAVIORAL ADVERTISING.

While we may use a variety of service providers to perform advertising and analytics services, some of these companies are members of the Network Advertising Initiative (“NAI”) or the Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising, which provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. You can visit [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp), which provides information about targeting advertising and the “opt-out” procedures of NAI members. You may also visit <http://optout.aboutads.info>, which provides information about targeted advertising and offers an “opt-out” by participating companies in the DAA Self-Regulatory Program. You may also learn more and make choices about interest-based advertisements from participating third parties in jurisdictions outside of the United States at the Canadian DAA choice page at <http://youradchoices.ca/choices> and the European DAA online choice page at <http://youronlinechoices.eu/> and the Australian DAA online choices page at <https://www.youronlinechoices.com.au>.

For mobile apps, you may be able to limit certain advertising practices using the settings on your phone, tablet, or other mobile device. Also, on most mobile devices, you can install the

DAA's AppChoices app to make choices about cross-app interest-based advertisements from participating parties. You may review additional information on opting out of mobile devices at <http://www.networkadvertising.org/mobile-choice/>.

If you are a California resident, please see our "California Privacy Notice" regarding additional rights you may have. If you are a Virginia resident, please see our "Notice to Virginia Residents" regarding additional rights you may have.

Please note that opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while online.