



BATLX PRIVACY POLICY

Effective Date: June 27, 2017

BATLX is owned and operated by Micah Brown. This Privacy Policy describes how information about you is collected, used, and disclosed by Brown Athletix and our affiliates (collectively, "BATLX," "we" or "us") when you attend Brown Athletix or BATLX events, access or use our BATLX website or (collectively, the "Service"), or otherwise interact with us about BATLX. Please note that we may have different privacy Policies with respect to certain subsidiaries, affiliates, programs, or activities, and in those cases, this Privacy Policy will not apply.

INFORMATION COLLECTION

Information You Provide to Us

BATLX collects information from you when you choose to provide it to us. This may include when you request information from us, sign up for our newsletters or email lists, access or use our Service, make a purchase, participate in our contests, promotions, sweepstakes, surveys, or interviews, request support, or otherwise interact with us.

The information we collect may include your name, address, email address, telephone number, photos, videos, payment information, and any other information you choose to provide. You may also be required to provide certain information to access certain portions of the Service.

INFORMATION WE AUTOMATICALLY COLLECT

We may use cookies, web beacons, pixel tags, log files, or other technologies to automatically collect certain information when you use our Service. For example, we may automatically collect information such as your browser type, device type and operating system, unique device identifier, software version, IP address, and the domain name from which you accessed the Service. We also may collect information about your use of the Service including the date and time you access the Service, the areas or pages of the Service that you visit, the amount of time you spend using the Service, the number of times you return, whether you open, forward, or click-through emails and ads, log files, and other Service usage data. You may adjust your browser or operating system settings to limit this tracking or to decline



cookies, but by doing so, you may not be able to use certain features on the Service or take full advantage of all our offerings. Check the "Help" menu of your browser or operating system to learn how to adjust your tracking settings or cookie preferences. Note that our system may not recognize some or all Do Not Track headers from browsers.

If you attend BATLX events where we are capturing audio and video recordings, we may also collect sound clips and images of you.

Information We Collect from Other Sources

We may receive information about you from other sources and link or combine that with information we collect about you. For example, we may collect publicly available information about you from social media platforms.

INFORMATION USE

BATLX may use the information we collect from and about you to:

- Operate, maintain, and improve the Service;
- Develop new Services and content;
- Provide you with information on venues, events, exhibits, and special offers during and after BATLX;
- Provide you with customized content, targeted offers, and advertising on the Service or other sites and apps;
- Monitor and analyze trends, usage, and activities about the Service and BATLX events;
- Respond to your inquiries and provide customer service;
- Facilitate contests, sweepstakes, and promotions and process and deliver entries, prizes, and rewards;
- Send you information, newsletters, and promotional materials from BATLX and our partners;
- Protect the security or integrity of the Service and our business;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose described to you at the point of data collection.



INFORMATION SHARING

BATLX may share the personal information we collect from and about you:

- With our current and future affiliates, subsidiaries, and other companies under common control and ownership;
- With our service providers, vendors, and consultants who need access to the information to perform services for us;
- As necessary if we believe that there has been a violation of the BATLX Terms of Service or of our rights or the rights of any third party;
- To respond to judicial process or provide information to law enforcement or regulatory agencies or about an investigation on matters related to public safety, as permitted by law, or otherwise as required by law;
- About any merger, sale of assets, financing, bankruptcy, or reorganization of our business; and
- With your consent.

Further, BATLX may share aggregated or anonymous information which cannot reasonably be used to identify you.

ADVERTISING AND ANALYTICS

We may allow others to provide analytics services and serve advertisements on our behalf across the Internet and in applications. These entities may use cookies, web beacons, device identifiers and other technologies to collect information about your use of the Service and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in apps, links clicked, and conversion information. This information may be used by us and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Service and other websites and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit www.aboutads.info/choices. On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising.

We may also work with third parties to serve ads to you as part of a customized campaign on other websites or platforms.



SPECIAL PRIVACY POLICY ON INFORMATION REGARDING CHILDREN

This Service is not directed to solicit random or personally identifiable information from children. The information that may be collected by BATLX from children age 13 or older interested in the programs and camps offered by BATLX or interested in having their parents/guardians registering them for the programs and camps offered by BATLX are used for program/camp related purposes. BATLX respects the privacy of children, and does not collect any more personal information about them as is reasonably necessary for the purposes of the Services. Please note that parents/guardians may consent to the collection and use of information about their children without necessarily consenting to the disclosure of personal information to third parties.

If a user indicates at the introduction page that they are not age 13 or older, then BATLX will only solicit and collect information from a parent or guardian pursuant to the directions automatically given to the user.

BATLX does not share children's personally identifiable information with anyone other than those who provide support for the internal operations of the Service and our agents (e.g., contractors who provide fulfillment, payment and registration services or technical support to the Service. If you are concerned about your child's use of this website, you may use website filtering technology to supervise or limit their access to this website or you can contact us by emailing <http://info@BATLX.com>.

DATA STORAGE

Your information may be stored on servers in Canada and is subject to the laws of Canada, where the data protection and other laws may differ from those of other countries. Your information may be disclosed in response to inquiries or requests from government authorities or to respond to judicial process in the countries in which we operate. By accessing or using the Service or otherwise providing information to us, you consent to the processing, transfer and storage of information in and to Canada and other countries, where you may not have the same rights and protections as you do under local law.



DATA SECURITY

BATLX takes reasonable precautions to help protect your information. We have taken certain physical, administrative, and technical steps to safeguard the information we collect from and about our customers and Service users. Because there is always some risk in transmitting information over the Internet, we cannot guarantee the security of your information.

The Service may have links to third-party sites or applications, which may have privacy policies that differ from our own. We are not responsible for the practices of such sites or applications.

YOUR COMMUNICATION CHOICES

Promotional Communications

You may opt out of receiving promotional communications from BATLX by following the instructions in those communications or by emailing <http://info@BATLX.com>. If you opt out, we may still send you non-promotional communications.

IF YOU HAVE QUESTIONS

If you have any questions about this Privacy Policy or the practices described herein, you may contact us at <http://info@BATLX.com>.

REVISIONS TO THIS POLICY

BATLX reserves the right to revise this Privacy Policy at any time. When we do, we will post the change(s) on the Service and update the date at the top of this Privacy Policy. If we change the Privacy Policy in a material way, we will provide appropriate notice to you. We encourage you to review the Privacy Policy whenever you access the Service or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.