

## **RIP CITY KIDS CLUB DIRECT NOTICE TO PARENTS RE COPPA**

The Rip City Kids Club is a fan affinity program for parents and kids administered by the Portland Trail Blazers (Trail Blazers Inc., an Oregon corporation).

In order to comply with the federal law known as COPPA (Children’s Online Privacy Protection Act), we are required to obtain prior consent from parents to collect personal information (known as “Personally Identifiable Information” or “PII”) from children under the age of 13 who wish to participate in Rip City Kids Club programs. We will not collect, use or disclose any PII from children under 13 years of age without parental consent. Instructions for giving consent are provided below.

You are viewing this notice in conjunction with your child’s attempted registration for the Rip City Kids Club. If you are receiving this by email, we obtained your email address from your child’s registration, which is permissible under COPPA for the sole purpose of contacting you to obtain your consent.

### **Need for parental consent**

In order to register your child to participate in our activities and set up an account with Rip City Kids Club, we need to collect certain PII. See below for a description of the PII we collect and how we use it.

Your child is not required to provide any information to us to visit the Site, and we will not obtain PII about your child when he or she visits the Site unless your child chooses to give such information to us, and we have your permission.

As with other users, when children interact with us, certain information may automatically be collected for purposes of statistical analysis and system improvements. See our Privacy Policy for more detail on this user information.

### **When do we collect PII?**

We collect PII from you or your child when they initially register for the Rip City Kids Club, sets up and manages an account, contacts us for information, asks to be put on our email list, purchases or redeems merchandise or otherwise enters information through the Site.

### **What PII do we collect from your child?**

We endeavor to collect no more information that is reasonably necessary to participate in the Rip City Kids Club activity. We collect the following PII via the Site:

- When registering for a free Rip City Kids Club membership: name, birthday, and email address
- When setting up an account with Rip City Kids Club: name, birthday, email address, user name and password
- When you contact us for information or ask to be added to our mailing list: your name, birthday, and email address
- When purchasing merchandise: credit card and mailing information that is collected by Stripe, our third-party credit card fulfillment and payment processing vendor
- When fulfilling prizes or merchandise: credit card and mailing information that is collected, our third-party credit card fulfillment and payment processing vendor
- When signing up for any of our virtual or live programs through this site or a third party vendor, more extensive PII may be required in order to assure the health and safety of your child. Some of this information is known as Sensitive PII (information that if lost, compromised, or disclosed could result in substantial harm, embarrassment, inconvenience, or unfairness to an individual). In order to protect the health and safety of your child, we will need information such as health records, allergies, vaccination records and the like. This information may be provided through a separate registration form that also includes waivers and releases, including permissions for use of your child's image and likeness, for parental signature.

Note re: virtual classes: By registering for a camp, clinic, class, or virtual class, you are agreeing that Rip City Kids Club may record the virtual sessions for archival and Rip City Kids Club promotional use.

How do we use the PII we collect?

We may use the PII we collect in the following ways:

- To allow us to deliver our content and product offerings
- To personalize your experience and improve the Site
- To allow us to better respond to requests.
- To administer a survey or other Site feature.
- To quickly process our transactions.
- To send periodic emails regarding our products and services.
- To follow up with you after correspondence (email or phone inquiries)

We may also use PII in aggregate form for purposes of research or analysis. See our Privacy Policy for details.

What third parties do we share your information with?

PII: Except as stated in this Notice and our Privacy Policy, we do not disclose your PII to third parties without first informing you and obtaining your consent to having your PII shared. As explained above (see What PII do we collect from you or your child?), we will obtain your specific consent to use of videos of your child's performances on the Site as applicable in connection with the specific Rip City Kids Club activity. We do not sell your PII for marketing or any other purpose, and we do not exchange mailing lists with other organizations.

We may disclose your PII to third parties without informing you in connection with the following:

- **Business-related functions:** Like many organizations, we may hire other companies to perform certain services on our behalf such as hosting specific portions of the Site, fulfilling merchandise services, or maintaining databases. When we employ a third party to perform these functions, that third party will be provided only with the particular PII it needs to perform its function, and it will be required to keep the information confidential.
- **Other disclosures:** In addition, we may disclose PII without providing you with the ability to opt out under the following limited circumstances:
  1. to protect our legal rights, privacy or safety;
  2. to protect the safety and security of other users of the Site;
  3. to protect against fraud or othevr illegal activity or for risk management purposes;
  4. to respond to inquiries or requests from public authorities;
  5. to permit us to pursue available remedies or limit the damages that we may sustain;
  6. to enforce the Terms of Use and the Privacy Policy; or
  7. (7) to comply with the law or legal process.

The third-party vendors we use to maintain the Site, fulfill Rip City Kids Club merchandise, prizes, and promotions, and collect and process PII, all of whom are required to keep the PII confidential, are the following:

- Data collection and credit card processing: [Stripe](#)
- Merchandise and prize fulfillment processing: [Oregon Screen Impressions](#)
- Site operation and maintenance: [FanMaker](#)

All inquiries regarding the privacy practices of our Site and third-party vendors may be directed to Rip City Kids Club by email to [kidsclub@trailblazers.com](mailto:kidsclub@trailblazers.com)

#### Changes in our collection or use of personal information

Please know that we may amend our [Privacy Policy](#) at any time and from time to time by posting such modifications on the Site. If we make any material change to the way we collect, use or disclose your child's PII, we will send you a new notice and request for another consent.

Use of cookies, analytics and similar technologies: Like many providers of Internet services, we may use “cookies” or other similar technologies to collect certain aggregate and anonymous data collected automatically through the operation of the Site, as well as certain information about website usage which is aggregated and used in a manner that does not identify you personally (collectively, “Non-Identifying Data”). For instance, we use cookies to help us remember and process your billing information. They are also used to help us understand your preferences based on previous or current Site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about Site traffic and Site interaction so that we can offer better Site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

Although our cookies do not contain any PII, you should be aware that PII that we store may be linked by us to the information obtained by cookies. We do not, however, link IP addresses to any personal information. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser’s Help Menu to learn the correct way to modify your cookies. Please be aware that if you turn cookies off, some of the features that make your Site experience more efficient may not function properly.

In addition, we may use a service that collects data remotely by using so-called “pixel tags,” “web beacons,” “clear GIFs” or similar means (collectively, “Pixel Tags”) embedded in website content. A Pixel Tag is an electronic image, often a single pixel (1×1), that is ordinarily not visible to site visitors and may be associated with cookies on the visitors’ hard drives. The analytics services we use may also include geolocation. This information is Non-Identifying Data used for audience analytics and web trafficking.

For further information about the technologies that we may use, please see our [Privacy Policy](#).

## How to provide consent

In order to provide COPPA's required verifiable parental consent, you must either:

- 1) provide a valid credit card as part of the registration process or
- 2) print out the Verifiable Parental Consent Form, complete and sign it, and email it to us at [kidsclub@trailblazers.com](mailto:kidsclub@trailblazers.com);

The completed credit card verification or signed and returned form constitutes your consent to the collection, use and disclosure of your child's PII as described in this Direct Notice and in the Rip City Kids Club [Privacy Policy](#).

If we do not receive your consent, your child will not be able to participate in Rip City Kids Club activities, and we will delete your contact information from our records.

## How to withdraw consent

A parent or guardian may, at any time, withdraw their consent and may also request that Rip City Kids Club delete from its records the PII that it has collected from their child. If you desire to revoke this consent, please send your revocation request from your registered email account to [kidsclub@trailblazers.com](mailto:kidsclub@trailblazers.com).

Effective: January 13, 2021

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