

# California Consumer Privacy Act Notice

## California Consumer Privacy Act Notice

Effective Date: April 4, 2022

This California Consumer Privacy Act Notice ("Notice") provides additional information to California residents whose personal information is processed by the Los Angeles Rams, LLC pursuant to the California Consumer Privacy Act ("CCPA"). If you are not a California resident, this Notice does not apply to you. Please visit our Privacy Policy ("Policy") <https://www.therams.com/privacy-policy> for more information.

### Categories of Personal Information Collected and Disclosed

During the preceding 12 months, the Los Angeles Rams, LLC has collected the following categories of personal information that are processed pursuant to the CCPA:

Category	Example(s)	Source(s)	Purpose of Collection
<b>Identifiers</b>	Name, postal address, IP address, email address, account name, etc.	Directly from the consumer	Maintaining and servicing your account, providing customer service, processing orders/transactions
<b>Customer records</b>	Name, signature, credit card number, etc.	Directly from the consumer, indirectly from service providers	Maintaining and servicing your account, providing customer service, processing orders/transactions
<b>Protected Classifications</b>	Race, religion, gender, national origin, sexual orientation, citizenship status	Directly from the consumer	Maintaining and servicing your account, providing customer service, processing orders/transactions
<b>Commercial Information</b>	Products/services purchased, purchasing histories/tendencies	Directly from the consumer	Processing orders/transactions, processing payments, providing financing
<b>Internet/Network Activity</b>	Browsing history, search history, information regarding a consumer's interaction with an internet website, application, or advertisement	Directly from the consumer, indirectly from service providers	Providing advertising or marketing services, providing analytic services

<b>Audio, electronic, visual, etc. information</b>	Audio recordings	Directly from the consumer, indirectly from service providers	Providing customer service
<b>Inferences</b>	Consumer profiles to determine preferences, behaviors, characteristics, survey responses, etc.	Directly from the consumer, indirectly from service providers	Providing advertising or marketing services, providing analytic services, undertaking internal research for technological development and demonstration

Within the preceding twelve (12) months, We have disclosed the following categories of personal information to our service providers for the business purpose of performing services on behalf of the Los Angeles Rams such as maintaining or servicing accounts, providing customer service, processing or fulfilling transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of the Los Angeles Rams.

- Identifiers;
- Customer Records;
- Protected Classifications;
- Commercial Information;
- Internet/Network Activity;
- Audio, Electronic, Visual, etc. Information; and
- Inferences.

Please see our Privacy Policy ("Policy") for more information about our information collection practices.

We do not "sell" personal information for the purposes of the CCPA. Further, We do not knowingly "sell" personal information of consumers under 16 years of age.

### How We Store the Information We Collect

Please note, Rams will not retain your personal information for longer than is reasonably necessary for the disclosed purposes outlined in the "Categories of Personal Information Collected and Disclosed."

### CCPA Rights

The CCPA allows California residents to request that a business that collects consumers' personal information give consumers access, upon a verifiable consumer request, in a portable and (if technically feasible) readily usable form, to the specific pieces and categories of personal information that the business has collected about the consumer, the categories of sources for that information, the business or commercial purposes for collecting the information, and the categories of third parties with which the information was shared within the previous twelve (12) months.

California residents also have the right to submit a request for deletion of personal information under certain circumstances, although there may be legal or other reasons that the Los Angeles Rams must retain your information consistent with California law. Once we receive and confirm your verifiable request, we will delete and direct our service providers to delete your personal information from our records, unless an exception applies.

We will not discriminate against you for exercising your rights and choices, although some of the functionality and features available to you may change or no longer be available to you. Any differences in the services are related to the value provided by the personal information that we process.

Please submit your request by sending an email to [RamsPrivacy@rams.nfl.com](mailto:RamsPrivacy@rams.nfl.com) or by calling (818)-338-0011 EXT. 466. Once we receive your request, we may verify it by requesting information sufficient to confirm your identity such as your ticket confirmation number, phone number, zip code, etc.

If you would like to use an authorized agent registered with the California Secretary of State to exercise your rights, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf.

We reserve the right to deny requests in certain circumstances, such as where we have a reasonable belief that the request is fraudulent.

## **Changes to Our Privacy Notice**

We reserve the right to amend the Privacy Policy at any time and for any reason. Users should check site to see the current Privacy Policy that is in effect and any changes that may have been made to it. The provisions contained herein supersede all previous notices or statements regarding our privacy practices and the terms and conditions that govern them.

## **Changes to Our Privacy Notice**

If you have questions regarding our Privacy Policy or your privacy rights as described above, please contact us by email at [RamsPrivacy@rams.nfl.com](mailto:RamsPrivacy@rams.nfl.com) or by calling (818)-338-0011 EXT. 466.