

California Consumer Privacy Act Notice

Effective Date: January 1, 2020

This California Consumer Privacy Act Notice (“Notice”) provides additional information to California residents whose personal information is processed by Minnesota Vikings Football, LLC (“Team”) pursuant to the California Consumer Privacy Act (“CCPA”). If you are not a California resident, this Notice does not apply to you. Visit our Privacy Policy at <https://www.vikings.com/footer/privacy-policy> (“Privacy Policy”) for more information on the Team’s collection and use of information.

Categories of Personal Information Collected and Disclosed

During the preceding 12 months, the Team may have collected the following categories of personal information that are processed pursuant to the CCPA: (1) identifiers, such as your contact information and online account information, pertaining to your Vikings Rewards account and your My Vikings account; (2) Internet and electronic network activity information, such as information about your interactions with the Team’s website, mobile applications, and social media pages; (3) demographic information; (4) inferences about you, including about your preferences; (5) other information that may be considered personal information under Cal. Civ. Code Section 1798.80; (6) protected classifications under California or federal law; (7) commercial information including records or products or services purchased; (8) biometric information; and (9) geolocation data. Please see Section 1 of the Privacy Policy for more information about our information collection practices.

We do not, and will not without your consent, “sell” personal information for purposes of the CCPA. As set forth in the Privacy Policy, we disclose personal information to third parties for business purposes, including without limitation, for purposes of advertising, marketing, and other services performed on our behalf, to protect against fraud and malicious activity, and for other business purposes described in the Privacy Policy. During the preceding 12 months, we have disclosed each of the above-listed categories of personal information for such business purposes. In addition, your information may be accessible to third parties with whom you interact or direct us to share your information through our services.

CCPA Rights

To the extent applicable, 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. 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 Team must retain your information consistent with California law. The Team 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.

Please submit your request by emailing datarequest@vikings.nfl.net or by calling [952-918-8500](tel:952-918-8500). Once we receive your request, we may verify it by requesting information sufficient to confirm your identity. 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 when we have a reasonable belief that the request is fraudulent.