

How We Use and Protect Nonpublic Personal Information

Welcome to GameDay Edge™ and www.gamedayedge.net ("GameDay Edge"). We (GDE Enterprises, LLC, the owner of GameDay Edge) value your trust. Protecting your privacy is important to us. We want you to understand what nonpublic personal information ("NPI") we collect, how we protect it and how we use it. We treat NPI that identifies you in accordance with this Privacy Notice and our Website Terms of Use (www.gamedayedge.net/terms.pdf). This Privacy Notice is designed to provide information regarding how we collect, use and disclose NPI we gather when you visit, register for and use this website.

This Privacy Notice applies only to the information collection practices of GameDay Edge with respect to our members in the United States and visitors who interact with us on the Internet. This Privacy Notice does not govern the practices of companies that we do not own or control, or to people that we do not employ or manage. Other companies or persons may have different privacy policies.

This is Our Privacy Notice

This Privacy Notice includes examples of the types of NPI we may collect and with whom we may share NPI. These examples should not be considered a complete list of our information collection or sharing practices. As used in this Privacy Notice, "you" and "your" refer to an individual and "companies" may include individuals.

- We will describe what NPI we collect, how we protect it and how we may use it
- We will maintain physical, electronic and procedural safeguards to protect NPI we obtain about our members and visitors to this website
- We will require third parties to whom we disclose NPI to adhere to our Privacy Notice
- We will also comply with any other state requirements that relate to the use and protection of your NPI

Information We May Collect

We collect NPI when you register with us, visit or use GameDay Edge or the content on it and when you visit the websites of third parties. We may collect NPI that identifies you, describes how to contact you and identifies your activities on this website. We may collect this NPI from you, our affiliates and outside companies. We may combine information about you that we have with information that we obtain from business partners or other sources. We have listed examples below of the sources and types of NPI we may collect.

- Applications, registration forms or other forms containing your name, address, phone number, e-mail address and other contact information or identifying information
- Information relating to your activities on this website
- Other information that we or other companies have obtained about you

Our Use of NPI

We may use NPI for the following general purposes: to provide you products and services you have requested, to contact you, to service your membership with us, to customize the advertising and content you see, to improve our services and our users' usage experience, to conduct research, to provide reporting to our participating providers and to others and for other purposes in accordance with this Privacy Notice and our Website Terms of Use.

Our Disclosure of NPI

Disclosures to Service Providers

We may disclose NPI we collect to others, such as administrators, repair facilities, software consultants, and other third parties that provide services for us. These services may include:

- Administrative, customer or technical support
- Protecting against fraud

Disclosures to Affiliates and Outside Companies

We may disclose NPI we collect to our affiliates or to vendors, partners, advertisers, participating providers and other outside companies in different industries and categories of business in order to fulfill your requests, to offer you other products or services that may interest you and for other purposes. If we have agreements with outside companies that restrict sharing your NPI, we will abide by those agreements.

Acquisition

We may disclose or transfer NPI if we merge with or are acquired by another company. In this event, the NPI could become subject to a different privacy policy.

Other Disclosures Required or Permitted By Law

We may access, preserve and disclose your NPI if required to do so by law or in a good faith belief that such access, preservation or disclosure is reasonably necessary to (a) comply with legal process, (b) assist law enforcement, (c) enforce our Website Terms of Use or any other contract or agreement between you and us, (d) respond to your requests for customer service or (e) protect the rights, property or personal safety of us, our users and the public.

Our Security Procedures

We maintain procedures and technology designed to prevent unauthorized access to NPI. We maintain physical, electronic, and procedural protections in accordance with applicable standards to protect NPI. We restrict access to NPI to employees and others for lawful business purposes to assist in providing products or services to you. Employees who violate our Privacy Notice are subject to disciplinary action. Though we make reasonable efforts to protect the security of your information and our system, no transmission via the Internet can be guaranteed to be 100% secure. Therefore, you assume that risk by using our service.

Online Privacy

In addition to the Privacy Notice outlined above, the following privacy principles apply when you visit and use GameDay Edge:

Online Information and Collection

You can visit this website without telling us who you are and without revealing anything about yourself, including your e-mail address. Our web servers collect the name of the domain you used to access the Internet, such as "aol.com," and the website you came from and visit next.

We may measure the number of visits, average time spent and other data about visitors and members to GameDay Edge, in general. We may also use these data to monitor website performance and to make this website easier and more convenient to use. We may collect, preserve and summarize data about our members, visitors to our website, traffic patterns and services and provide these statistics to third parties. However, when we provide this to others, it will not include any information that identifies an individual.

This website may display or the content may include targeted advertisements based on NPI. Advertisers (including ad servicing companies) may assume that users who interact with, view or click on targeted ads meet the targeting criteria — for example, men aged 18-24 from a particular geographic area. By viewing or interacting with an ad, you consent to the possibility that the advertiser will make the assumption that you will meet the targeting criteria to display the ad.

Cookies

Cookies are small pieces of data stored by your Internet browser on your computer's hard drive. We use cookies to enhance your viewing experience and to measure website usage. With the help of cookies, we may present you with customized offerings or content that may be of interest to you. We may also use cookies to remember your user name so you do not have to re-enter it each time you visit our website. You may be able to set your browser to notify you when you receive a cookie or to prevent cookies from being sent. Please note, however, that, by not accepting cookies, you may limit the functionality we can provide to you when you visit and use this website.

Links to Other Sites

We are not responsible for the information collection practices of other sites when you link to them from our website. We cannot guarantee how those parties use cookies or whether they place on your computer cookies that may identify you personally. You should carefully review the privacy policy of each website you visit to understand how they collect, use and disclose information.

Information from children

We do not knowingly solicit information from children and we do not intentionally market our products or services to children. In order to register with us, you must represent and warrant to us that you are at least eighteen (18) years of age. See our Membership Terms and Conditions for more details.

E-mail communications

Occasionally, we may send you e-mail communications with information that may be useful to you, including information about our products and services or about offerings from third parties. With each such e-mail message, we will give you the option not to receive additional e-mail messages from us.

Encryption

We use encryption and authentication tools to protect information we gather on GameDay Edge. E-mail communications may not be protected. If you are sending us a communication that includes confidential information you may want to send it by regular mail.

Deletion of Member Account

When the account of a member of GameDay Edge is cancelled, terminated or expires, we may retain the user's NPI.

Updates to Privacy Notice

This Privacy Notice may be updated from time to time without notice to you. The current version of the Privacy Notice can be viewed at www.gamedayedge.net/privacy.pdf. This Privacy Notice is incorporated by reference into the Website Terms of Use. The current version of the Website Terms of Use can be viewed at www.gamedayedge.net/terms.pdf. The practices and policies contained in this Privacy Notice replace all previous notices or statements with respect to the same subject.