

## **COLUMBUS BLUE JACKETS PRIVACY POLICY**

The policies set forth with specificity below are applicable only to the ColumbusBlueJackets.com website, content maintained by the Columbus Blue Jackets NHL Hockey Club (except as set forth with specificity in Section [10. Information Gathered Offline](#)). The Columbus Blue Jackets are committed to safeguarding the privacy and personal information of the visitors to our website and the users of our interactive products and services. Therefore, this Privacy Policy delineates the Columbus Blue Jackets' treatment of personally identifiable information and non-personally identifiable information that the Blue Jackets collect when you are on our website and when you use the services provided on ColumbusBlueJackets.com. This policy does not apply to: (i) the policies and/or practices of companies that the Columbus Blue Jackets do not own or control; (ii) the acts or omissions of people that the Columbus Blue Jackets do not employ or manage; or (iii) information about you gathered offline (such as by telephone, mail or transactions at stores, ticket outlets, arenas and other locations) except as provided in the Section 11, below.

The terms of this Privacy Policy are subject to all applicable laws of the State of Ohio and the United States of America.

### **1. Personal Information**

The term "personally identifiable information," as used in this Privacy Policy, means information that specifically identifies a particular person, such as the person's first and last name, postal address, e-mail address, and telephone number. In instances when other information, e.g., consumer product preferences, is directly associated with personally identifiable information, such other information also becomes personally identifiable information for purposes of this Privacy Policy. Personally identifiable information is also sometimes referred to in this Privacy Policy as "personal information." The Columbus Blue Jackets collect personally identifiable information during (i) contest or sweepstakes registrations, (ii) subscription registrations for websites that require a subscription, (iii) certain surveys or polls conducted on our website, and (iv) online shopping. In addition, personal information is collected in certain portions of the service in which users register, provide content submissions and suggestions, or participate in interactive online activities (e.g., community postings, chat, or bulletin boards). Personal information includes, but is not limited to, a user's name, credit card number, address, telephone number, date of birth, gender, e-mail address or other Internet address.

### **2. Non-Personally Identifiable Information**

In addition to the use of personal information to operate the Blue Jackets website, the Columbus Blue Jackets may also gather non-personally identifiable information, which may be used by the Blue Jackets. Generally, "non-personally identifiable information" means information that is collected through "traffic data" (i.e., information concerning use of the website that is not linked to a particular person) and may entail the use of "cookies", "IP addresses" or other numeric codes used to identify a computer or to monitor how a website is accessed.

### **3. Information You Provide**

The Columbus Blue Jackets may ask for personal information about you when you register to use a service or when you order a product offered on our website. We require certain information (such as first and last name, e-mail address, billing address, and credit card number) in order to provide that service or product to you. We also may ask you for information about your interests and other personal information so that both you and we can take advantage of the interactivity of the Internet.

We will explain the intended use(s) of your personal information at the time we request it. If you do not want this information to be collected or used by us for such purpose(s), you may simply "opt-out." Bear in mind, however, that opting out may prevent your purchase of the products or participation in the activities for which your personal information is requested.

#### **4. Information Gathered Online**

With your permission, your personal information submitted at the time of any registration or submission may be used for marketing and promotional purposes by the Columbus Blue Jackets and may be shared with our affiliates or companies that have been prescreened by the Blue Jackets. Subject to such permission, your personal information may be used by our affiliates and other companies to offer you promotions, products and services. In addition, regardless of any user's permission, the Blue Jackets may share your personal information with third parties that facilitate communications and transactions with you on our behalf. These third parties may include companies that help gather your information, communicate with you, or help deliver products or services to you, *e.g.*, a shipping company that delivers a package or a company that furnishes prizes for a sweepstakes. Moreover, regardless of any user's permission, we will disclose personal information when we believe in good faith that such disclosures (a) are necessary to comply with law, *e.g.*, to respond to a court order or subpoena, or (b) will help to: (i) enforce our Terms of Use; (ii) enforce contests, sweepstakes, promotions, and/or game rules; (iii) protect a user's safety or security, including the safety and security of property that belongs to a user; and/or (iv) protect our safety and security and the safety and security of our websites, our affiliates and/or third parties, including the safety and security of property that belongs to us, our affiliates or third parties.

In the event that we collect personal information through registration or other form of submission and use that information for marketing or promotional purposes and/or share that information with affiliates or other companies (subject to the exceptions described in the preceding paragraph), we will obtain the user's permission and/or subsequently provide the user an opportunity to withdraw that permission either by e-mail request or by modifying his/her registration information online. When you register with ColumbusBlueJackets.com, the Columbus Blue Jackets will make every effort to maintain your information in a secure environment.

#### **5. No Collection of Information from Children**

We do not and will never knowingly collect any personal information on our website from users who are under the age of 13.

#### **6. Regarding IP Addresses**

The Columbus Blue Jackets collect IP addresses for the purposes of system administration and to report aggregate information to our advertisers. An IP address is a number that's automatically assigned to your computer whenever you're surfing the web. Web servers -- the big computers that "serve" up web pages -- automatically identify your computer by its IP address. When users request pages from ColumbusBlueJackets.com, our servers log the users' IP addresses. We generally do not link IP addresses to anything personally identifiable. This means that a user's session will be logged, but the user remains anonymous to us. Nonetheless, we may use IP addresses to identify a user when we believe that it is necessary to (a) enforce compliance with our rules or terms of service or use, (b) to protect our service, website customers or others, or (c) to comply with law.

#### **7. The Columbus Blue Jackets' Cookies Policy**

“Cookies” are pieces of information that a website transfers to an individual's hard drive for record keeping purposes. Cookies make web-surfing easier for you by saving your passwords, purchases, and preferences while you're at our website. The use of cookies is an industry standard; you'll find them at most major websites. By showing how and when users use the website, cookies help us see which areas are popular and which are not. Many improvements and updates to the website are based on such data as total number of users and pages viewed. This information is most easily tracked with cookies.

A cookie lets the computers remember that you've registered, which allows us to speed up your future activities at our website. Similarly, ColumbusBlueJackets.com may use a temporary cookie to track which products you've chosen to purchase while shopping. The cookie expires once you're done shopping. Letting it do the record keeping saves you the trouble of entering information over and over again during a single visit. If you decline this cookie, you may have difficulty ordering your selections.

Most web browsers are initially set to accept cookies. If you'd prefer, you can set yours to refuse cookies or to alert you when cookies are being sent. However, it is possible that some parts of our website may not function properly for you if you do so.

Advertisements may be managed and placed on our website by third parties. These third party companies are called “network advertisers.” Network advertisers who place advertisements on our website may also use cookies and web beacons to collect non-personally identifiable information when you click on or move your cursor over one of their banner advertisements. You may not realize this information is being collected. In some cases, we may have access to information from web beacons and cookies used by network advertisers on our website, and this information may permit us to identify other websites that you have visited that are also associated with the network advertiser. It's important that you know and understand that once you've clicked on an advertisement and have left our website, our Privacy Policy no longer applies and you must read the privacy policy of the advertiser to see how your personal information will be handled on their website.

The Columbus Blue Jackets never use cookies to retrieve information from your computer that was not originally sent in a cookie. Except as described below, the Columbus Blue Jackets do not use information transferred through cookies for any promotional or marketing purposes, nor is that information shared with any third parties whatsoever. The Columbus Blue Jackets do not use cookies to identify specific individuals, except in such cases as online shopping (see above), contest registration (where a cookie allows you to enter a contest every day without registering again each time), and for security purposes.

## **8. Links to Other Websites**

Once again, please be alert to the fact that when you are navigating on ColumbusBlueJackets.com you could be directed to other websites that are beyond the Blue Jackets' control. There are links to other websites from ColumbusBlueJackets.com that take you outside our service. These include links from network advertisers (referenced above), sponsors and partners who may use the Blue Jackets logo as part of a co-branding agreement. These other websites may send their own cookies to users, collect data or solicit personal information. Do not forget that once you have clicked on a link and have left our website, this Privacy Policy no longer applies. Please also bear in mind that whenever you give out personal information online, *e.g.*, via message boards or chat, that information can be collected and used by people you don't know. While the Columbus Blue Jackets strive to protect our users' personal information and privacy, we cannot guarantee the security of any information you disclose online, and you do so at your own risk.

## **9. Security Policy**

The importance of security for all personally identifiable information associated with our users is of utmost concern to us. We exercise great care in providing secure transmission of your information from your PC to our servers, utilizing encryption software. Please be aware though, that, despite our efforts, no security measures are perfect or impenetrable.

## **10. Information Gathered Offline**

From time to time, you might provide the Blue Jackets with personally identifiable information by telephone, mail or other means in order to obtain a product or service primarily for personal, family or household purposes. We may use this “offline” information in a variety of ways. For example, we may use this information to send you promotional materials, and we may share this information with the Columbus Blue Jackets’ affiliated businesses and other companies so that they can send you promotional materials. We also may use this information for other reasons, *e.g.*, we may use this information to process orders requested by you, or to respond to you if you contact us for help. In each instance, our collection, use and sharing of this information will be in accordance with all applicable state and federal laws. On occasion, we may offer you the opportunity to “opt-out” of certain communications based upon contact information that you provide us offline.

## **11. Amendment Procedure and Questions Regarding this Privacy Policy**

The Columbus Blue Jackets reserve the right to amend this Privacy Policy at any time. If we amend this Privacy Policy to permit material changes in the way we collect, use and/or share your personal information, we will notify you of such changes by sending you an e-mail at the last e-mail address that you provided to us, and/or by prominently posting notice of such changes on our website. Any and all such material changes to this Privacy Policy shall be effective thirty (30) calendar days following the earlier event of (a) our dispatch of an e-mail notice to you or (b) our posting of notice of the changes on our website. Any such material changes to this Privacy Policy may affect our use and sharing of personal information that you provided to us before our notification to you of the changes. If you do not wish to permit material changes in our collection, use or sharing of personal information that you have provided to us before the effective date of such changes, you must so notify us before that effective date. Please be advised, however, that, regardless of whether you provide such notice to us, the changes to this Privacy Policy will apply to any personal information that you provide to us on or after the effective date of such changes. Questions regarding this statement should be directed to the Columbus Blue Jackets, 200 West Nationwide Boulevard, Columbus, OH 43215, Attn: Communications Dept – Privacy Policy Coordinator.

None of NHL ICE, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., the National Hockey League and its other member clubs, nor any of their respective officers, directors, governors, owners, other officials, partners, partnerships, principals, employees, affiliates and other related entities, servants, agents, representatives, successors and assigns, have any control of, or responsibility or liability for, our use, disclosure, storage or transmission of any information collected through our websites.